

SYDNEY *E.1992*
Brunswick ROAD
 ASSOCIATION



Business Services



Food, Drinks & Fun



Retail



Bridal



FOOD, DRINK & FUN



RETAIL



BRIDAL

Top 5 best places to get brunch in Melbourne

Coffee & Cafes

Learn more about the best coffee and brunch spots in Melbourne. From specialty coffee to brunch, we have you covered. Click here to read more.

Unique shops of brunswick

Hidden gems

Learn more about the unique shops and hidden gems in Brunswick. From vintage clothing to art, there's something for everyone. Click here to read more.

Let them eat cake

Wedding Ideas

Learn more about wedding ideas and inspiration. From venues to catering, we have you covered. Click here to read more.



UPDATED BRANDING FOR SRBA

We thought it was time to spruce up the colours and toss out the timber texture currently being used for Sydney Road. Here we have our new colours for the 4 main categories, design treatments and font changes. Keep your eyes open for the new design and colours emerging across SRBA marketing and artwork, all thanks to Sonja Adelle.

Next Meeting: 24th SEPT - TBC

CAT ELLIS

Cat Ellis is certainly no stranger to hospitality. Originally from the UK, Cat has brought with her almost a decade of experience. Beginning her career in bars and live music venues, Cat's comprehensive understanding of hospitality comes from her colourful background running exhibition spaces, restaurants, burlesque venues and festivals. With over 17 years under her belt, Cat now calls Brunswick home. Drawn here by the hustle and bustle of Sydney Road, The Brunswick Mess Hall and Little Mess offer an unexpected twist in scenery and flavour, with a focus on quality. Cat is proud to be a part of this community and joined the committee to connect with other local businesses and initiatives.



Cat Ellis - Mess Hall & Little Mess - 400-408 Sydney Road, Brunswick

SYDNEY ROAD IMPROVEMENT PROJECT UPDATE

Before the outcome of the Vic Roads (now DoT) survey results have been released, Moreland City Council adopted their own strategy for the street, on Wed. 14th August, at a Council meeting. As we informed those with an email address (as this report came after our previous Newsletter), council officers undertook their own very limited survey and presented a report to the Councillors, who actually drew on the decision 5/5. The recommendation was to make a submission to DoT (Vic Roads) to commence a trial in the Southern end (Brunswick Rd to Glenlyon Rd), and remove all the car parking for a designated cycle lane- therefore having a clearway 24/7 for a period of 6 months.

5 votes against and 5 for the motion resulted, including 2 South ward Councillors, Mark O'Reilly and Jess Dourney in favour, but another deciding vote was taken by the Mayor, Natalie Abboud, to swing the outcome to lobby DoT to do a trial. Several businesses attended (sincerely thank you) and asked questions relating to the issue/s, with Councillors also debating the issue, including Lambros Tapinos (South ward), Oscar Yildiz and Ali Infrani bringing up many supportive points in relation to the businesses and what effect this may have on the livelihood of the street.

How a trial will work in the long run and how it will be measured, is difficult to know, with a make-shift disability stop, extended footpaths as they have suggested and extra greenery. Its all a bit of a gamble really, and certainly not what the majority of our businesses want. 6 months is a long time if, as we anticipate, sales will be lost with challenging access to off-street parking and difficulties for cars to even turn into the side streets. Many businesses remember the loss in sales in 2009, when clearway's were extended and now they are suggesting a 24 hour clearway.

Business is tough already, without being challenged even further with what we expect to be less people stopping in the street. Perhaps, as they claim, cyclists may visit the shopping strip more often, (not being able to manage heavier loads or large Birthday cakes) but stating they spend more is really something else. Perhaps they mean extra coffees purchased as they may visit more times. How can they compare us with other cities, having totally different populations/demographics infrastructure etc.

The SRBA offered a compromise back in 2018 - with a road plan to assist the cyclists at the peak times when the Upfield bike path was noted, as being at capacity. This was to allow a separated wider cycle lane (other than the current narrow existing white line, established since 2009) with the cars sharing one lane with the trams...**PEAK TIMES ONLY.**

Upfield Bike Path

It is an obvious 'no-brainer' to lobby Vic Track and the State Govt. to have a thorough investigation into any opportunities and ANY improvements to the Upfield bike path, which 9 out of 10 people suggest is the solution, rather than push for cyclists to still share the road with the numerous utilities like - Trams, Cars, Trucks, Buses and the pedestrians, and gamble with our shopping strip. With the overhead rail crossings commencing soon, an opportunity arises for an innovative safe pathway, for cyclists.

MORELAND CITY COUNCIL EVENTS

Moreland Business Coffee Conversations

If you're looking to connect with local business women in your area and feel inspired and supported join us

Tuesday 3rd Sept- 10am- 11.30am

@ Café Stradina- 22 Eileen St Hadfield.

Register at: businessmoreland.com.au/business-events

Retail Mentoring Program – 1:1 Coaching

1:1 training for your retail business. Offers eligible businesses access to business experts who offer individualised support and training to help grow their online presence, learn new skills in digital management or develop a business strategy. Each business will be allocated up to 3 sessions of mentoring. There is no financial commitment required. You can choose to be mentored on one of the following topics:

- development of a custom website or upgrade to an existing site
- social media training and development of a digital marketing strategy
- business strategy

More details & eligibility: businessmoreland.com.au/support/retail-mentoring-program/

Hayley Rosenboom - Retail Facilitation Officer

Phone: 9240 2462 Email hrosenboom@moreland.vic.gov.au

AGM ANNUAL GENERAL MEETING TUESDAY 20TH AUGUST.

A small group of Traders and Property owners attended the AGM this year. Hopefully they were much more informed of what we actually do, and in the case of the businesses, what we spend their money on. The Committee have been diligent in opening up their ideas and initiatives for the betterment of the whole of Sydney Road and strive to only improve the visitation to the street.

We may have several shop vacancies (approx.. 84) but this is not a lot more than in the previous 10 years. They just seem to alter areas- where there are currently more in the very South end, near Brunswick Road. We can also relate some to the larger developments in the North, where there was one large property/shop, but divided into 4 smaller shops- which often remain empty for some time.

A strong point is, that Sydney Road does remain a 'mixed' business strip- its not just a strip of cafés and restaurants- which would be the industry most likely to benefit from extended footpaths. Such a strip would not be sustainable in a 2.7km stretch, as in Brunswick.

A huge 'thank you' to the past Committee Members, for volunteering and their contributions over the past year. 9 people nominated for the Committee to represent the SRBA, with another 2 received, which will ensure a steady group to face the many challenges ahead. The Executives will be voted on, in early Sept.

But as Manager I appeal to our Traders to think about their livelihoods in the future, and in the current realm of others lobbying for a change which may not be amenable to business. Although the 'trial proposal' may not eventuate, or be a long way off, we must voice our opinions and fears, and be a voice of many (being 540 current businesses in the strip), and a handful of people cannot be expected to combat the opinions and proposals being pushed.

You are the businesses on the street 365 days a year, and no doubt accept that some changes need to occur, but recommendations by non-business people, operating from an office in another area, cannot possibly estimate the outcomes for business, in a strip they do not function in.



SYDNEY ROAD EVENTS & PROJECTS

MELBOURNE WEDDING & BRIDE EXPO

Sydney Road exhibit - Fri Oct 4th , Sat 5th & Sun. 6th

We will be representing the bridal precinct of Sydney Road Brunswick. If you are able to lend us an item for the display tables- please let us know. Could be a frock, jewellery, invites or anything related to the wedding sector. We will also be handing out hundreds of our newly designed and updated Sydney Road Bridal Brochure. Thank you to those who have confirmed their details and sent pictures- makes it a lot easier for us to get it right and the designer- Sonja Adelle.

RMIT- OPEN DAY

500 calico Sydney Road shopping Bags were handed out at this years' Open day, just up the road at the RMIT University Campus, along with the 2019 Eating Guides.

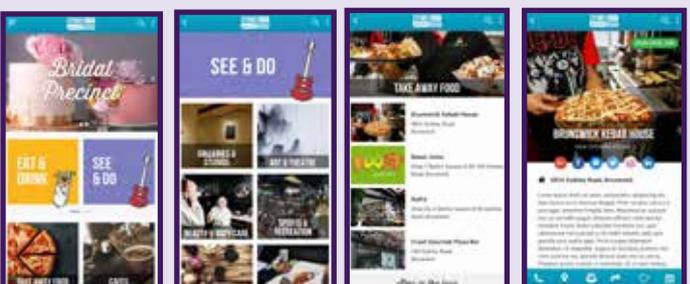
SECONDHAND & VINTAGE GUIDE

We have developed a handy guide for those hunting down the secondhand goods in Sydney Road. Incorporating our new colours and design applications, we should have this in the shops in another 3 weeks....designed by Sonja Adelle.



PHONE APP- SYDNEY ROAD BRUNSWICK

We have engaged a reputable company, Pace Marketing, to create a practical and user-friendly phone App for the strip. Traders will have the opportunity to put specials up, for the first time on an SRBA device- and we'll be calling on you to help us promote the App- and get people uploading it and using it. Not till November most likely. Stay tuned.



NEW BUSINESSES ON SYDNEY RD

BERGY SELTZER @ 68

This is a speakeasy dive bar, quaint & cozy, but pumping on a live music night. Run by the crew from the badly flooded Brunswick Hotel, they just couldn't manage to get back there, so have developed this new concept. A Bergy Seltzer is the sound an iceberg makes when melting, similar to the sound of that sweet pour of fizzy drink pouring into your favourite spirit, so with Spring coming on- it's a delightful place for a thirst quencher.

O'KANE VIETNAMESE @ 173

Such an intimate and stylish setting has been created here, where Vietnamese food can be enjoyed in a more classy, warm setting. Dimmed lighting and scattered features have truly added to the experience here at O'Kane, where Nani and his team have recreated a special menu from traditional recipes, in which every dish has a connection and just meant for the 'pleasure'.

THE GLOBAL LOCAL @ 391

Everything in this new café, is served with a genuine abundance of love and customer service- nothing is too hard for Zoi and the team at Global local. Getting down to some basic beauties for lunch (like tasty foccacia's & sandwiches) with reasonably priced brekkies, and organic coffee, is the go. A relaxed and 'can do anything you'd like' attitude, will get this café really drawing in the locals- Which is what they are all about.



AUZZIWAY FASHIONWEAR @435

Having taken over LZ, partners Zareen and Attique are keen to cater for your clothing needs, with mix n' match for those that are a 'tad bit older'! You can develop a whole outfit here, with layers and colours at incredible prices. Casual day wear and items that can be dressed up or dressed down. Take a look next time you're near Victoria Street, as there are some delightful designs and easy-wearing attire for us girls, and comfy -wearing pieces, suitable for the everyday worker.

OLD AVENUE @ 646

This amazing shop has a real 'old avenue' feel, with some interesting collections of all-sorts. Exotic quilt covers and cushions, to quality sheets and pots and so many great gift ideas! Love to see this side of the street filling up and attracting a diverse range of shops- and love to see interesting shops which are like a treasure hunt, ready to explore - go to it!

BEYOND THE ZONE- FITNESS & MOTIVATION @ 716

Coming into Spring- it's time to get back your own spring! With an attitude that everything can be achieved here through- fitness, motivation, healthy eating plans and customised training for all ages, body types (phew!) and ALL levels are encouraged. It's about working out of your comfort zone to achieve the best results with a "we can all do it" motto. Perfect timing I'd say, with the warmer months and stimulating sunny days appearing. So.... get to it- you CAN do it.

