

SYDNEY E.1992 *Brunswick* ROAD ASSOCIATION



SHOP IN SYDNEY ROAD THIS FESTIVE SEASON !

A short 30sec. promotional Ad to encourage shopping in Sydney Road Brunswick will be screened at the NOVA CINEMA in Carlton- from 7th NOV- 26th DEC. Screened in 16 cinemas 35 times a week- means 560 potential views. We hope we've presented a fun and delightful place for people to shop this Christmas !
It's all about decorations / gifts / food / pampering & partying !

Next Meeting: Early December

SYDNEY ROAD IMPROVEMENT PROJECT

The current situation is that the Minister for Roads, Jaala Pulford, has announced that the trial for 6 mths (that the Moreland City Council passed & proposed) will not be going ahead.

Vic Roads survey results announced that No.3. design (extending footpaths, a separated cycle lane with cars/trams sharing one lane) would be the safest option. However, the 'Improvement Plan' is also about the efficiency of ALL transport modes, maintaining a viable shopping strip and improving the 'place', with urban design elements.

As the road belongs to Vic Roads, the State Govt. are the ones to make the decision. We are currently drafting a letter to the Minister, to reiterate the need to improve the Upfield bike path (especially since the rail crossings are occurring) which would be the most logical and safest option for cyclists, therefore not sharing with trams, trucks, cars and pedestrians.

We await a solid announcement in the near future, but any result, we believe, could be quite some time away.

QUITE A FEW SYDNEY ROAD BUSINESSES ARE GETTING FEATURED ONLINE

...the latest rave is on RASCAL - the newest venue @ 341.

You can read the Broadsheet article here:

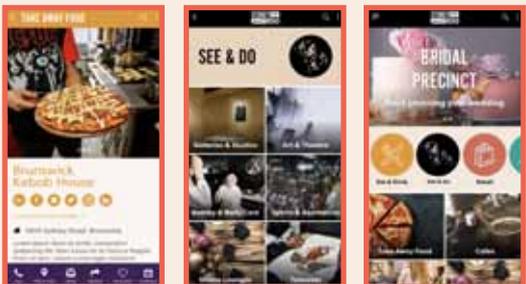
www.broadsheet.com.au/melbourne/food-and-drink/article/first-look-rascal-open-brunswick

A1 Bakery has been featured on the SBS website too!

<https://www.sbs.com.au/food/article/2019/10/24/a1-bakery-lebanese-heart-melbournes-brunswick>

SYDNEY ROAD PHONE APP - UPDATE

The final page designs have been signed off (samples below), with testing on its way in early November. Looks like we might have the phone App running for Christmas, but any store specials will have to be managed in the New Year. The task of getting people on the App will be supported by you, the businesses, with window stickers and posters distributed to encourage the download. Stay tuned.



SECONDHAND & VINTAGE GUIDE

With so many Recycle/Vintage/Secondhand & Charity outlets in Sydney Road, we have produced an appealing fold-out guide for visitors wanting to explore the outlets. Designed in our new colours and branding aspects, by Sonja, it is a great tool to be distributed to customers. If you would like some please let us know. They are currently available in our Secondhand/Vintage shops.



SRBA COMMITTEE MEMBER



Christopher Anderson
Pachamama Wholefoods @ 74-78

I am part owner of **Pachamama Wholefoods & Kitchen** with my partner Danielle. In 2015 I moved to Melbourne from Brisbane, finding an area to live in was challenging in a new city. I was chasing a community-

orientated suburb and with earth conscious humans. The first lady I enquired to told me about Brunswick and not long after I was living off Moreland Road.

After a year in Brunswick, hours of exploring the diverse food and retail culture and our first Sydney Road Street Party, Danielle and I stumbled upon Pachamama Wholefoods and Kitchen. Little did we know that soon after we would be the owners. We fell in love with the rustic warehouse on the busy corner, bustling streets, diverse culture, thriving music scene and the sense of community.

I wanted to engage myself more within the Sydney Rd community and when a committee position at Sydney Road Brunswick Association came up, I jumped at the opportunity. The committee has done so much for Sydney Road Brunswick already and with future plans for more events, business space activation, community growth and an exciting Sydney Road app, I'm excited to be involved.

BRIDAL & WEDDING GUIDE 2019-2020

Our annual brochure has been updated & distributed- Issue no. 5 lists all the businesses in Sydney Road Brunswick associated with the wedding industry. Over 1,000 were distributed at the Melbourne Wedding & Bride Expo at the Exhibition Centre in early October (Fri, Sat & Sun). Sydney Road Bridal precinct was well represented there, showing a diverse range of our products; which attracted much interest. The brochures have also been delivered to the bridal shops listed in the guide, but if you would like some please let us know.



MORELAND CITY COUNCIL EVENTS: BUSINESS

Coffee Conversations

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

Tuesday 3 Dec 2019 10 - 11.30 am

Small Axe Kitchen, 281 Victoria St, Brunswick

Elisa Grassa, Business Development Officer

Phone: 9240 2370 Email: business@moreland.vic.gov.au

MUSLIM FRIENDLY AUSTRALIA PRESS TRIP – VISIT VICTORIA

The Association was contacted to see if we'd be interested in hosting 6 journalists visiting Melbourne from Indonesia, Singapore and Malaysia. They have come to explore Victoria and to write travel articles for Muslims from around the world. They were interested in businesses along the street especially the Halal food outlets. They thoroughly enjoyed their time in Sydney Road Brunswick and hope some amazing articles will be written to encourage Muslims to visit our area.



Haikal at A1 Bakery

WE HAVE LOADS & LOADS OF SYDNEY ROAD SHOPPING BAGS

Be prepared for the new NO PLASTIC BAG policy coming in – NOVEMBER. We are offering our calico bags for \$2 each for the Month of November- max of 25 each business. So email us your order & we'll drop them off. (Cash payment appreciated – Invoice given)



\$2 FOR NOVEMBER ONLY

MECHANICS INSTITUTE GETS A FACE-LIFT

A pleasant facelift for the Mechanics forecourt, comes after planning consultations of the urban design, increasing areas to sit, take lunch, read a book and ponder near the corner of Glenlyon Rd, right near the Tram stop.

There has been a lot of works going on in the street (replacement of water pipes in the South from Brunswick Rd to Union St, on the West side) which has had a devastating impact on the shops there. However the work is finally completed, with those ancient pipes all replaced. The road has been resurfaced and the works continue round the corner in Brunswick Road.



SYDNEY ROAD EVENTS & PROJECTS

PHOTO EXHIBIT 2 - FACES BEHIND THE SCENE

Due to popularity, we have now launched a 2nd exhibition and present some of our Traders in the South end Victoria St-Weston St. Our previous photographers were keen to meet more of the personalities in the businesses and represent what they do. There are some spectacular shots- so have a wander and meet some of the faces behind the scene... & your neighbours.



Launch @ Little Mess



1st Place: Annette Eldridge
Melb Pet Rescue Superstore



2nd Place: Adam Tucker
Don Bosco



Special Mention: Dijana Risteska
The Turkishop

FESTIVE WINDOWS – COMING UP SOON !

Due to popularity of last years' Festive Windows project- we a making a CALL for ARTISTS to see how many are interested. We may be able to have the project over 2 Saturdays (30/11 & 7/12) and do more windows. It's a great way of drawing attention to your shop and have people walk along and see the other works. We'll be in touch about that soon.

SYDNEY ROAD STREET PARTY STALL APPLICATIONS NOW OPEN

Applications for Sydney Road Traders to trade on the street during the 2020 Sydney Road Street Party are NOW OPEN! Please see the link/website below, have a read over the guidelines and use the online form to apply.

GET in EARLY & don't leave it till the last minute or for Claire to remind you- (she wont be here !)

<https://www.moreland.vic.gov.au/events-recreation/festivals-and-major-events/sydney-road-street-party/>

NEW BUSINESSES ON SYDNEY RD

REX ESPRESSO @ 90.106

Rex Espresso is a cosy café nestled in the heart of Barkly Square shopping centre – just next to K-Mart. Here you can find delectable sweets, savoury treats and delicious coffee all in the one spot. Not to mention Rex source only quality ingredients and bring in coffee beans from some of the most exotic countries. Perfect for a break in between shopping.

RIN SURA @ 206

Rin Sura is a new modern Thai eatery on Sydney road with cuisine that combines the three partners' diverse cultural backgrounds. The restaurant also has signature cocktails and an excellent wine list. With great atmosphere, attentive staff, and a beautiful décor, it has been recalled by customers as the coolest Thai restaurant around.

MAZI @ 317

New owners, Father and son team (Theo and Stephen) have worked together for over 10 years and recently opened their new Greek restaurant Mazi. Serving more than the usual lamb & chicken dishes, Theo (the Chef) has really captured the essence of an authentic and traditional Greek experience. There's also a great beer garden/dining area out the back; adding to the experience a Summer outdoor setting of Greece.

ALL STAR NAILS @ 577

All Star Nails has a newly established branch in Brunswick; offering quality nails and waxing services. They have over 500 nail polish and shellac colours to match any shoes, outfits or occasions. All their equipment is cleaned and sterilised after each use to ensure maximum hygiene. Visit their professional and friendly salon to ensure your nails are looking perfect every time.

BODY FIT TRAINING @ 520-522

Bodyfit Training have recently opened a branch on our Sydney Road Brunswick. What sets them apart from other gyms is their scientifically proven training techniques, their accredited coaches, dynamic group environment and multiple digital displays showcasing their programs' content. Cameron Falloon, previous head coach for several elite sporting teams, designs their programs. These programs follow the same strategies he has used in the industry for over 20 years.

KASBAH SHISHA LOUNGE @ 669

The Kasbah Lounge is a Moroccan style Shisha lounge, filled to bursting with fruity flavoured shishas, fruit platters, coffee, sweets, burgers, Kasbah's signature special platters and not to mention their famous milkshakes. It's the place on Sydney Road where you can kick back and relax in an ambient setting, surrounded by décor imported from Marrakech. Check out their VIP packages for your next big event or party.

