

Street Party  
**SUNDAY**  
**1<sup>ST</sup> MARCH**  
12-6PM

# SYDNEY *E.1992* *Brunswick* ROAD ASSOCIATION



Sticker for traders windows



Screenshots of app!



## SYDNEY ROAD PHONE APP

We will be launching the APP, at the end of February, in time for the Street Party. We need your help to get people on it & hope that all shops will display the STICKER on their windows (to be distributed), alerting customers to DOWNLOAD the APP. COMING UP: Think about what special you may want to offer – via the App.

[More info inside →](#)

**Next Meeting: TUESDAY 18<sup>TH</sup> FEB**

# SYDNEY ROAD STREET PARTY 01 MAR '20



## STREET PARTY FAST APPROACHING:

Sun 1st MARCH 12- 6pm (note new 6pm finishing time)

If you're open, think about clever ways you can service the large crowds easily. It can be a very hectic day and businesses outside the Party can also attract more customers. If you're in the designated area, Traders are responsible for removal of their extra rubbish that may be gathered on the day, like cartons/boxes etc. Also, Trader stalls must finish at 6pm this year.

### SRBA are sponsoring some

#### Street Party activities:

'Ullart', near Victoria Street and in the South end- keep an eye out for the Garden Party - getting up to all sorts of tricks.



## RESTAURANTS SYDNEY RD - CAN YOU ASSIST US ?

We are seeking (5) VOUCHERS for the BRUNSWICK MUSIC FESTIVAL (BMF) DINNER & Show offer.....Competition. Can you donate 1 x dinner for two ?? Thanks to Tia Con- we have 1 so far. This competition will be advertised through SRoad F/Book posts (14,000 likes) & Instagram and on our new Phone App. Please call us to get the ball rolling. **Phone us: 9380 2005**

## SYDNEY ROAD SHOPPING BAGS : DONATED

Thank you to those shops who are selling the Sydney Road bags ...its amazing how many people are after them. Some are even giving them away to their clients, as a momentum.

400 were donated to the Bushfire relief centre, to pack with food & toiletry donations & sent to towns. A local business was heading the collections of totes & toiletries for the Red Cross.

## FAMIL PRESS TRIP: 'HHWT- HAVE HALAL WILL TRAVEL'

The SRBA spent sometime showing 8 journalists some of our Halal businesses and were mentioned in an article about Halal in Melbourne. A1 Bakery & Tiba's. **Check it out here: <https://www.havehalalwilltravel.com/7d6n-muslim-friendly-itinerary-family-road-trip-to-melbourne-and-surrounds>**

## RENUWALL EXPRESSION OF INTEREST

This is a Moreland City Council project to reduce harm and expense caused by graffiti, tagging and related damage to public and private property in the municipality. A key aspect of the program is the direct commissioning of a range of murals in graffiti hotspots. An Expressions Of Interest application pack for street / mural artists will be launched very soon. Keep an eye on the Arts Moreland Facebook page and Moreland City Council website.



## ENCOURAGE YOUR CUSTOMERS TO BYO CONTAINERS & REDUCE SINGLE USE PLASTIC.

A great first step is eliminating single use plastic items like takeaway containers, straws, bags, cutlery, plates, cups and water bottles.

You can also encourage your customers to bring their own takeaway containers and coffee cups, or set up a swap and go system. Let the community know that you're happy to accept clean, reusable containers by listing your business on the Trash-less Takeaway website.

Tell your customers they need to provide clean & sanitary containers & sturdy to fit the purpose. You can choose not to accept a customer's container if you feel it is not suitable for any reason. More information about reusable containers and your business is available on the Council website.

## MORELAND BUSINESS EVENTS

**Women's CoWorking Wednesdays - 8am - 3pm FREE**  
**East Brunswick Village (EBV) 127-149 Nicholson St East Brunswick**

Are you a professional businesswoman or home business owner looking for a co-working space one day a week? Until mid December, the display suite at East Brunswick Village opens its doors as a free co-working space for women in business. Free Wi-Fi. **MORE INFO: 9240 2370**

### Co-working Tuesdays- 8am - 3pm FREE

If you're a business owner, start-up, entrepreneur or freelancer, you'll be able to work amongst like-minded individuals in a supportive environment. If you're new to co-working, this is your chance to try it out for free!

## FREE RETAILER MENTORING PROGRAM MCC

Would you benefit from a FREE session of one on one mentoring? MCC's Retail Mentoring Program 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. Facilitated by the Australian Retailers Association, the program aims to improve the capacity of retailers, to increase competitiveness, innovation and efficiency of the enterprises' operations, products and services. Further information: Business Moreland website, or Retail Facilitation Officer directly: **Hayley Rosenboom, hrosenboom@moreland.vic.gov.au, 03 9240 2462**



## WHAT IS SOCIAL MEDIA, & WHY IS IT IMPORTANT ?

Hi! I'm Veronica and amidst other activities, I run SRBA's social media pages. Through talking to various traders, it has come to our attention that some are not utilising social media applications and some do not know what social media is. For short enquiries or discussions about social media, call me at the SRBA office.

**Mon-Weds. CALL: 9380 2005.**



I wanted to share some tips and tricks in our newsletters and today the topic is: **What is Social Media, and why it is important to your business**

Social Media is online media that is shared to the world through websites and applications. It has been around since 1997 and is constantly growing, expanding and evolving. There are plenty of different types of social media, different applications and different approaches. The first question to ask yourself is which site or application will reach the largest amount of your target market.

Here are some Social Media options to consider, listed by popularity: Facebook, Instagram, Twitter, LinkedIn, Snapchat, Tumblr, Pinterest

Social Media is important as it:

- **Helps you connect with your new and existing customers**
- **Gets people talking about your brand or business anywhere in the world; generally increasing awareness**
- **It can boost sales**
- **And it will act as a 24/7 global news source about what your business can offer**
- **More than 3 billion people worldwide use social media every month – that is a lot of potential new sales and new customers.**

**Next month: More detail about social media applications and how you can market your business through them**

In the interim, consider your target market and the applications listed above. All have some free functionality - so there is no excuse to not utilise at least one to market your business!

## YARRA VALLEY WATER INITIATIVE : COMING TO VISIT SHOPS.

Their mission is to reduce the amount of plastic waste, by asking shops & businesses to offer free tap water refills- to thirsty customers. Shops participating will be highlighted by a 'Choose Tap' sticker on their window, listed on the Choose Tap website with possible media opportunities. The Yarra Valley water ' **Join the Movement - be a REFILLER, NOT a LANDFILLER** have started to approach businesses in Sydney Road, Lygon St and High St Northcote.



## SYDNEY ROAD EVENTS & PROJECTS

### EATING & VENUE GUIDE 2020- SYDNEY ROAD

Available for the Street Party & RMIT Orientation.

10,000 will be printed for the duration of the year & distributed to Hotels/Motels/apartments/Real Estate Agents for new residents/AirBnB where possible, RMIT students & our Sydney Road shops.



### SYDNEY ROAD PHONE APP – LAUNCHING AT THE STREET PARTY! 1ST MARCH



We are in the final stages of developing our Sydney Road Phone App! This app will keep our road up to date technology - wise and will aim to bring more people to the street. The phone app will include the following:

- **BUSINESS DIRECTORY:** All Sydney Road Brunswick traders under business category.
- **FAVOURITES:** Give app-users the opportunity to 'fav' and save stores they frequent or want to visit
- **WHAT'S ON:** Information about upcoming events on Sydney Road Brunswick
- **TOURS:** self-guided tours of alike businesses e.g. Secondhand/ Bridal etc - connected to maps
- **SHARE:** share you favourites or specials with friends
- **GETTING HERE:** via PTV, bike & car with a car parking map
- **COMP/CONTESTS:** for app-users to enter to win items from the traders
- **OFFERS/SPECIALS:** from individual traders. It will be simple - we hope ! When launched - you can fill out an online form & we will promote your special.

### EASTER SCHOOL HOLIDAYS ...SHARE YOUR SKILLS

Anyone like to hold a 1 hour workshop and teach your skills to some eager children ?? We've had several businesses hold a one-off workshop, sharing their trade & skills, to inspire the young and extend their interests! (mostly 6-12 yr olds)

Happy to organise the kids & pay for any costs ....think about how YOU can spare an hour for our kids ! (Cake decorating/ flower arranging/bike maintenance ?) Plenty of talent out there! **Phone us: 9380 2005**

## NEW BUSINESSES ON SYDNEY RD

### SMOKE N VAPE @45

Smoke N Vape is the newest addition of tobacconists to Sydney Road. Here you can find all smoke accessories, incense, rolling papers, vapes, vape juice, vape accessories and more. They also stock the RAW products – a range of natural, ecological and user-friendly smoking paraphernalia. It's the very first shop on entering Sydney Road after Brunswick Rd., on the left.

### RASCAL @ 241

A cheeky wine bar with a serious food offering. The drinks list is broad with 120+ wines, 50+ beers and 60+ spirits available plus a great cocktail list. Co-owner and Head Chef, Elliott Pinn creates a rotating, seasonal mix of complementing dishes that are designed to be shared. Can't miss items include the fried chicken, Rascal hot sauce, the charred zucchini, mint, stracchino cheese, marjoram and for something sweet the caramelized pear yuba, white miso. Open from Wednesday-Sunday, Rascal also offers a 5.30-7pm 'Aperitivo' with \$10 spritz, rotating wine specials and a \$6 snack menu.

### ALEM TEA HOUSE @ SPARTA PLACE

Offering a unique & aesthetic experience. With each tea variations (30+) - including green, black, earl greys or herbal teas, comes an individual experience. Whether it be a scrumptious locally sourced pastry to match or a theatrical experience to impress; you can be assured it will heighten the beauty of each blend. Alem Tea House pride themselves in providing 100% natural products. All teas are sustainably sourced and certified 100% organic. All produce and products are either recyclable or compostable and even their electricity is 100% carbon neutral provider. Teas can be purchased to take home or you can sign up to a personalised tea subscription service to have 3 teas sent to you every month, specific to your taste and desire.

### TIA CON VIETNAMESE @ 625

After years of running Nuoc Mama's food truck (which started in Brunswick and now serves all around Melbourne), the team opened a brick and mortar store on Sydney Road and called it Tia Con. The restaurant is a Vietnamese eatery that serves traditional & contemporary dishes inspired by the father of the owner (Linda). Tia Con has created an atmosphere of beach vibes and delivers only the freshest, tastiest and boldest flavours of Vietnamese cuisine. Be ready to step away from ordinary dishes and welcome a new dining experience.

### ARTEL APARTMENTS @ 756

It's great to have an accommodation place in the area- for all your visiting friends & relatives ! Artel Apartments is a 4-star accommodation located on Sydney Road Brunswick, just over Albion St, and only 3.5km from Melbourne Zoo and 7km from the City of Melbourne. Featuring luggage storage space, air-conditioning, kitchenette, terrace balcony, private bathrooms & flat-screen tvs, they aim to accommodate tourists & visitors in a relaxed atmosphere, right on the tram line for convenience.

### APSARA MASSAGE @ 690

Apsara Massage provides relaxation, Lomi, Deep Tissue and Reflexology massage services. They also have an Infrared Sauna with LED technology that provides light therapy. Complimentary soft drinks and water facilities are provided to massage customers. Gift vouchers are available, for the ideal present to a 'stressed' and much loved friend.

