

SYDNEY *E.1992*
Brunswick ROAD
ASSOCIATION

**YOUR
special
offer!**



**WE LAUNCHED OUR APP
AT THE STREET PARTY!**

- » On the day we had approx 1300 downloads
- » You can now send us an in-store or online special & we will put it on our app!
- » It's easy, quick, FREE & the perfect time to try it out

EG: "For the MONTH of MAY - a special..."
"For Mothers Day..."
"ALL tee shirts currently 50% OFF!"
"Free delivery for Now"
"Collect your GIFT with every purchase"

DON'T HAVE THE APP?

If your phone is quite new, angle your phone camera at this QR code and click the link that appears on screen!

Or, head to our site for further instructions!



sydneyroad.com.au/app



OUR SYDNEY ROAD PHONE APP CAN NOW SHARE YOUR SHOP SPECIALS!

DONT FORGET to TELL your CUSTOMERS to download the APP!
Those with window stickers- can direct their customers to download via the QR CODE...

READ MORE INSIDE

Next SRBA Meeting: TBC

A NOTE FROM SRBA MANAGER

We regret that business is incredibly tough for many of you and certainly for those that have had to put the "CLOSED till further notice" sign on the door. Prospects for the future must be so uncertain for some and dealing with day to day, week to week demands, must be taking its toll on everyone.

Rental negotiating is top of the list we hear for stress related issues, and we feel for those that are unable to communicate with your Landlord. The Small Business Victoria Commission may be able to assist with mediation on that and with some relief now announced by the State Govt. Processes are overwhelming and we hope you have a supportive Accountant to advise and even complete the applications for you.

Several Accountants in Sydney Road are offering free and helpful services too. Let us know if you need their details.

The odd positive stories give you hope- where a compassionate and kind-hearted owner understands the predicament we're facing and gives 50% relief of rent - without a PAYBACK ! Brilliant...we ALL have to lose out in one way or another.

Stay strong and we'll do all we can after this is over to get people back in the shops on Sydney Road Brunswick.

For anybody that hasn't received the LINKS in Mailchimp for HELP or doesn't know how to obtain some help- please phone me & I can hopefully direct you:

0425 739922

Claire Perry, Manager

SRBA SUPPORTING LOCALS 'IN NEED'

The Sydney Road Brunswick Association has initiated a support partnership, for a very 'needy' sector of people in this time of crisis. We have organised \$5,000 worth of FOOD VOUCHERS to be spent in Sydney Road Brunswick and Barkly Square.

Whilst the Community has continued to shop with us over the years, we felt this was a small contribution and a way of helping with provide a better livelihood for those unable to afford even food at this time.

In partnership with the Inner North Foundation, www.innernorthfoundation.com

100 families will be able to receive \$50 vouchers to spend at one of 10 small food businesses, in Sydney Road Brunswick & Barkly Square.



BEN RODGERS from Inner North Foundation, holding 100 Vouchers ready for distribution



SOCIAL MEDIA IS EXTREMELY IMPORTANT TO YOUR BUSINESS RIGHT NOW

Veronica here - hope you are all coping, pivoting your business, altering what you offer etc but also keeping spirits up during these difficult times.

I wanted to interrupt our usual *Baby Steps Introduction to Social Media* articles I have been doing last few issues, to say that **NOW** is a **really important time** to start learning how to, or upskilling in social media.

Customers will **want to know** if you are still open to trade. They will **want to know** what steps you are taking to keep them safe from the virus when dealing with your business - be it hand sanitiser in store, that you have a limit on people allowed in at one time etc. And they'll definitely **want to know** whether your business has changed its hours/changed its practices/changed what it is offering for now.

Even if you have closed for the time being, **you still should be updating** your social media. Keeping your customers in the loop about how you will be tackling a bounce back campaign, or what you are changing so that you can re-open soon.

An alternate approach could be throwback posts to when you were open with positive messages about how you will re-open soon! Or perhaps just some random positive posts about how you are keeping busy (best practice I believe would still be to **keep these relevant to your business** - maybe not how you are spending your personal isolation tending your garden - unless you have a plant business of course!)

Read our Mailchimps (if you are not receiving them, **email us** and we'll add you to the Mailchimp list),

Join our Traders Group and **talk to each other!** Or check out what your competitors or neighbours are doing on their social media channels.

And finally, I am still updating our social media pages. Most days I am sharing our traders posts on Facebook or sharing stories/posts to our Instagram stories - we have a **LOT** of traders on Sydney Road Brunswick, so if you have been accidentally missed so far, **please** send me a direct message on either Instagram or Facebook with a post that I can share and within a few days I will certainly share it on our channels.

We'll get through this! Love, Veronica

TRADERS FACEBOOK PAGE

<https://www.facebook.com/groups/sydneyroadtraders>

JOIN NOW to communicate with those in the street.

This is a perfect time to share your experiences and ASK others some questions on what may or may not be working for them.

What do they say?

We're ALL IN THIS TOGETHER

And no better way than to ask some of your neighbours what they may have done or doing?



NEED HELP TO GET YOUR FOOD ORDERS & DELIVERIES ONLINE ?

Business Moreland are looking for ways to help food businesses looking to set up a way to manage Pickup, Drive Up and Delivery sales online. MCC will work with selected businesses & will cover setup fee. Contact: Business@moreland.vic.gov.au

NBN CO CREATES \$150 MILLION COVID-19 RELIEF AND ASSISTANCE PACKAGE

To help keep Australia connected helping internet providers to connect low-income families with home schooling needs and assisting small and medium businesses and households facing financial hardship FIND OUT MORE

For NBN latest updates:

<https://www.nbnco.com.au/workingfromhome>

<https://www.energynetworks.com.au/miscellaneous/covid-19-electricity-and-gas-network-relief-package/>

OUR SYDNEY ROAD PHONE APP CAN NOW SHARE YOUR SHOP SPECIALS! (& events later on)

Do you have a big special on at your store coming up? Not something little like 2 packets of chips for the price of one...but something like *40% off storewide for 2 weeks!*

If so, you can fill out a simple quick form on our website and, if all approved, we'll put it on our app! Which by the way, approximately 1300 people currently have installed on their phones.

Head to our page here: <https://sydneyroad.com.au/trader-details-listings/> and click the yellow Special Offer button, fill out the form and press submit! Easy!!! And it's **FREE**. Give us notice though as we are on reduced hours so will need a couple of days at least notice please.



SYDNEY ROAD ANNUAL SURVEY

Our survey (required by Moreland City Council under the Funding Agreement) was to be collected in stores/businesses *after 30th March*.

Obviously with many doors having to close- we postponed this task till all doors will re-open.

PLEASE hang onto these safely (on apricot paper) till we can then collect, or alternatively you can do the **SURVEY ONLINE** <https://www.surveymonkey.com/r/YM87N6D> (we previously sent via the LINK on our Email MAILCHIMP - same email as this Newsletter)

THANK YOU to those who have already completed it- makes our challenges a lot easier!

SYDNEY ROAD EVENTS & PROJECTS

SOMETHING SPECIAL AT EASTER

Although we had to cancel our giant EASTER EGG hunt in the shop windows this year, 20 shops were able to give a surprise GIANT EASTER EGG gift to a lucky customer.



SHORT FILM COMP- UPDATE:

Our submissions for the film comp this year have been severely affected with only a handful of films coming in. Obviously impacted by the shut down some were unable to complete their film.

However with the films we have , a screening will take place at **Pachamama Wholefoods** - when we can! Stay tuned!



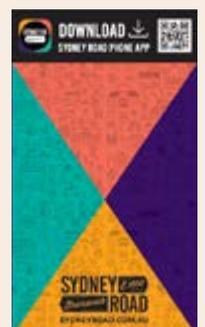
SYDNEY ROAD BRUNSWICK SONG COMPETITION- Yep, ONLINE!!!

Being the 'Song Writers Capital' of Australia here in BRUNSWICK, and with loads of musicians out of work- we thought this to be the ideal time to get one going. Details will be on the Website & Facebook page shortly...

CLEANING & COVERING UP OUR GREY BINS

All our 37 bins from Brunswick Road to Moreland Road will soon be seen with a coloured design, representing the new colours for Sydney Road Brunswick (used in all our brochures and on the Phone App).

Our departing graphic artist Sorja Adelle designed the covers before she left for the UK. Not unlike the Coburg bins, we are truly hoping the taggers & bill-posters will resist de-facing our new brightly coloured additions to the street



NEW BUSINESSES ON SYDNEY RD

AL FAJR SUPERMARKET @805

A new supermarket that attempts to cater for everyone. Occupying 2 shops, but joined by a cute archway- you can discover so many different items here. Fresh nuts, a variety of dips, yogurts, oils, and some amazing sweets- all waiting to be gobbled (after the fruits on show)! Furthermore, they try to support the community the best they can by providing only the best produce and products for the best prices - and they truly value their customers.

MY MARKETING BRAIN @829

My Marketing Brain are obsessed with driving your customers' online and offline experience; whether it's creating and designing a website, building brand trust through social media, or creating content that values your customer's online and offline thoughts, pain points, and desires. This is achieved by using the latest tactics and marketing software that not only collects digital data, but improves your customer's complete buying experience. You can make an appointment online via the website and Simon is only too eager to help Sydney Road Traders do their very best with Marketing and attracting more business to your store.

PULCINELLA CAFE @592

A traditional Italian pastry shop mixing traditional recipes and new ideas to bring to their customer's tables the authentic Italian flavors. Their chefs are both from Naples so they focus mostly on pastries from that region however they have worked all across Italy so have a good mix of regional recipes. They're mostly specialised in sfogliatelle, layered crunchy pastry filled with ricotta and orange peel, which they make from scratch, rum babas and zeppole, choux pastry filled with custard. They also have a savory section with pizza, calzoni and rustici and make events cakes on order only.

I MERHI & CO @1/242A

Having been in the North end of Sydney Road for many years, they are now nearly opposite the Townhall, on level 1. Being a local for so long gives great insight as to what is needed in Sydney Road and they were the first to be offering businesses support through the trials of COVID-19. Very eager to assist, they specialise in Business set-up / Business advisory services, all business and personal Tax returns, management of accounting including forecasting, cash flow budgeting & planning- all things a business needs help with. You can't do it all in your business, so here's an ideal place to start.

LAGOM GELATERIA @822

This gelato lab aims to evoke happiness one scoop at a time. Using the best local produce, they create innovative flavours that appeal to all different palates, following the Swedish philosophy of balance of Lagom. For those who want to go the extra mile, they also offer classic Cannoli, delicious milkshakes and beautiful ice cream cakes suitable for any occasion. There's plenty of options, they've got your back! During the COVID-19 Crisis they are also selling Meatballs & Lasagne online at Meatballsandgreens.com.au. You can purchase Lagom Gelato through the same website.

GRACE GOLD @395

Here we have a boutique hair studio- first of its kind in this section of Sydney Road near the Post Office. They specialise in colour, in particular blondes and balayage. They are 100% sustainable and use all cruelty free products. The environment that they have created is very calming and relaxing. They want every client to walk out of their space feeling reinvigorated. I'm sure they will be in high demand when we all need our well-established hair length trimmed or shaped...and a few greys covered!

