

NEWSLETTER - JUNE 2020

SYDNEY *EST. 1992*
Brunswick ROAD
ASSOCIATION



SRBA FAV: Tushara & Anika



JUDGES PICK: Naomi Rose-Christian



AUDIENCE VOTE: Lucy & Emma



ONLINE SYDNEY ROAD SONG COMP

Brunswick is known as "The Song Writers' Capital of Australia"

Did you know that ? Well, because of this, we ran an ONLINE SONG COMP- and to our amazement, we received 70 song submissions ! Check some out on our Website:

<https://sydneyroad.com.au/whats-happening/song-competition-2020/>

Next SRBA Meeting: TUESDAY 23rd JUNE 6pm (TBC)

WWW.SYDNEYROAD.COM.AU SYDNEYROADBRUNSWICK  #SYDNEYRDBRUNSWICK 

1/233 Sydney Road, Brunswick, VIC | Ph: 9380 2005 | info@sydneyroad.com.au

MARY GURRY: President SRBA

ZOOM Round-table meeting - Peter Khalil (local MP -Wills) & Shadow Minister Small Business- Matt Keogh & Shadow Minister Assisting for Small & Family Business.

May 28th, I attended a 'Zoom Round Table Meeting' as the above Ministers were seeking community input, and wanted to hear the challenges you're facing now and about what would most help you and your business most, as we look towards recovery. It was attended by 11 of us in small, medium & family businesses as well as Maria Luisa Nardella from Business Moreland, Moreland City Council.

On behalf of SRBA (I do hope you're all with me on this) I suggested that in Sydney Road with its enormous breadth of types of businesses, there is a dearth of information to be easily accessed regarding 'how to re-open'. And the fact that some very small businesses do not have access to digital media and are not necessarily taking in the day-to-day information about what's allowed. I suggested that some sort of 'advisor' needs to actually walk the street going to each business to help them navigate the new rules successfully as each shop has unique ways in which they will need to address their opening.

Hopefully the discussions will lead to some push in Canberra/ Melbourne for: Extending Jobkeeper in time and perhaps cutting red tape at government level.



OUTCOME FROM SRBA:

An 'ADVISOR' calling into your Business

We are going to provide an 'ADVISOR' to call in on all businesses that are OPENING, to check, advise and help where necessary on the restrictions and processes, layout, signage & staff training that may be helpful to you.

Further queries CALL US: 9380 2005 / info@sydneyroad.com.au

WORKING FOR VICTORIA:

Find work or employees if you've been impacted by coronavirus (COVID-19)

Helping Victorian jobseekers find work and employers find workers. This includes people who have lost their jobs, or businesses who need more workers due to the impacts of coronavirus (COVID-19).

<https://www.vic.gov.au/workingforvictoria>

You may have seen several cleaners up and down the street over the past 2 weeks, wiping down benches, bike racks, pedestrian light signals, and door handles. They have been engaged by the State Govt.



RESTRICTIONS & GUIDELINES FOR OPENING:

be pro-active and check the website.

Let's get this right !

<https://www.business.vic.gov.au/disputes-disasters-and-succession-planning/coronavirus-covid-19/coronavirus-business-support>

JAMES DISCOUNT STATIONERY @58: Farewell!

Having operated and served the Community as a POST OFFICE & Stationery suppliers for 35 years, James is retiring to a life of relaxing, with partner Lucy (pictured here). Lorraine, his assistant has also been helping out in the business for 27 years. That's a mammoth effort and James will certainly miss Sydney Road and the connection to all his customers. We wish you all well and hope that life is a little more leisurely but also, adventurous. Thanks for your service and adding to the Sydney Road mix.



Lucy & James



Lorraine

ABC NEWS ARTICLE: On the retail strip of Sydney Road Brunswick

By Margaret Burin - "Creativity is helping keep the lights on". Sat 29th May.

Journalist and photographer- ABC News Story Lab

Margaret researched, interviewed & photographed numerous traders on Sydney Road, to establish how things were going during Covid-19 lockdown in the shopping strip and how they might recover from this.

A great article for Sydney Road- check it out if it is still 'live'.

<https://www.abc.net.au/news/2020-05-30/coronavirus-economic-recovery-small-business/12292408>





SELLING ONLINE: When instore sales have dropped

Hello! Wow, what a weird few months it has been! Hope you have stayed positive and pivoted your business in some way to survive during this difficult time.



Obviously things have changed and they will continue to change for quite some time (perhaps forever!) for small businesses. We hope that during the period of lockdown you had time to get your store online (if it was not already).

Now that lockdown is over, it is **still important to have an online store**. We do not know how long it will be that peoples' normal shopping practices come back into play. So it is a good idea to keep that ball rolling - to keep updating your online store, keep marketing it (hopefully you have some social media platforms under your belt now that you can advertise your new online store on!), and keep telling people about it.

If you have not managed to get online yet, that is alright. We found some good resources for you. Please look below for more information. Stay safe everyone!

MORELAND BUSINESS EVENTS: All FREE on Zoom

Redefining Wellness for Business Owners Monday 15 June, 11am - 12pm

This wellness course is part of Moreland City Council's Boost for Business Health and Wellbeing Program for the Moreland Business Community. Once you register you will receive an email with instructions.

Design Like a Pro With Canva Thursday 11 June- 2.30pm - 4.30pm

Canva is a free, easy-to-master content creator. Create a custom project, logo, infographic, flyer, social media post, web banner and more. Canva is well suited to small businesses, as it offers social media graphic templates already sized for each platform; an array of stock images, illustrations, and fonts.

SEO Foundations for Small Business Tuesday 16 June- 9.30am - 11.30am

Search Engine Optimisation is a marketing method that increases your website's visibility in search engine results. Gone are the days of White Pages listings—now we're talking Google and Amazon. Mobile technology has given control to consumers, so you need to position your small business where it can be found online.

FREE RETAILER MENTORING PROGRAM MCC:

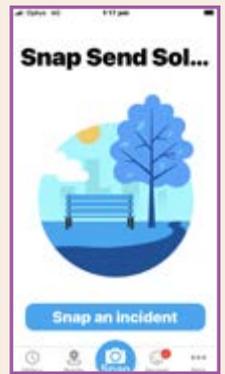
One on one.

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.

Further information: [Business Moreland website](https://www.moreland.vic.gov.au/business), or contact the Retail Facilitation Officer directly: **9240 2462 Hayley Rosenboom E: hrosenboom@moreland.vic.gov.au Elisa Grassa E: business@moreland.vic.gov.au**

SNAP SEND SOLVE: download the APP & report issues on the street.

This is an easy and efficient way to notify local councils, utilities or other authorities of issues that need addressing in your community. The issues are then forwarded to the responsible body and followed up, with a confirmation to your email or phone. Information recorded is: Report Number / Incident Type/ Time/ Location / Geocode/ Notes/ Photos. Then, add your information.



SYDNEY ROAD BIN COVERS:

We hope you like the coloured bin-covers added to the silver bins recently- designed in-line with the new SRBA branding colours.



SYDNEY ROAD EVENTS & PROJECTS

SYDNEY ROAD ONLINE SONG COMPETITION:

May 2020

To keep the Community engaged with Sydney Road whilst having to stay at home, we launched an Online Song Comp- asking songwriters out there to compose a song from a choice of 4 categories:

- **Brunswick Living**
- **Sydney Road Brunswick- what you like about it**
- **Positive side of the Lockdown**
- **The whole Corona Virus experience**

In 3 weeks we had 70 submissions, with 700 visitors to the Song Comp page on the SRoad website, and a 174% increase in online traffic the weekend of submission (25th).

A fabulous uptake and engagement on Facebook & Instagram- Check out the Judges pick, SRBA favourite & the top Audience vote. Visit <https://sydneyroad.com.au/whats-happening/song-competition-2020/> & listen up!



NEW BUSINESSES ON SYDNEY RD

DARAGO LEATHER @524

A family owned boutique selling handcrafted, 100% full grain genuine leather products including Totes, Hand bags, Backpacks, Laptop bags, Duffel bags and much more. Their products are designed in Australia and made in Ethiopia from ethnically resourced Ethiopian premium leather. You can shop online or instore now. They truly appreciate the support from locals at this very difficult time.

REXY KEBAB & CAFE @99

A tasty new kebab store has recently opened a takeaway on the strip, right near Wilson Ave park. Serving up Middle Eastern specialties you can relax in the park and have a feast from Rexy! Their menu features chicken, falafel and doner kebabs, halal snack packs and gözleme, all of which can be enjoyed with hot fries and spicy sauces. Yummo ! REXY Kebab is conveniently located right near the tram stop, on your way home, so grab a bite (quick & efficient service) also with delivery options.

ET CHINESE MASSAGE @599

Establishing their first branch at 367 Sydney Road in 2012, ET Chinese Massage has now opened a truly serene and atmospheric second branch, at 599. Li and his team of qualified massage therapists strongly believe in quality and customer satisfaction. Their treatments are based on traditional Chinese massage and deep tissue oil massage which help to relieve aches and pains, and rejuvenate the body. In here, you can truly relax and let them do the work!

TOP BRIDAL COUTURE @511

A new bridal couture business that sells and rents bridal gown couture, bridesmaids' dresses, veils and jewellery, all made by their local designers. Everyone knows a perfect gown takes massive time to focus on every detail, and Top Bridal do not want the price to be the reason for missing out on your dream dress. The team are also associated with some excellent wedding venues and photographers to help you with a hassle-free wedding planning and so you can focus on how to present the perfect you on your most special day.

SYDNEY ROAD APP: SPECIALS

ADVERTISE SPECIALS — ON THE SYDNEY ROAD PHONE APP: Keep 'em coming!!!

Download our App from the Android or Apple store & fill in the online form on the Sydney Road website so we can promote your specials!

<https://sydneyroad.com.au/trader-details-listings/>

