

NEWSLETTER - JULY 2020

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



**SYDNEY ROAD BRUNSWICK SURVIVAL**

How can we all survive this? There's Grants and webinars and help available if you can take the time to search through it all. GET help with finding & understanding it if necessary (your Accountant, your kids, your neighbours) & PLEASE engage & chat with your fellow shop-keepers... your Sydney Road neighbours.

Sharing information, contacts & ideas can be VERY HELPFUL to others & ease the extra stress. The SRBA is also here to share information we get or direct you to someone to assist, if possible.

AGM normally held in August/September- no date set yet

WWW.SYDNEYROAD.COM.AU SYDNEYROADBRUNSWICK  #SYDNEYRDBRUNSWICK 

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## MARY GURRY: President SRBA

Can we take hope from history...? (credit to Wikipedia)

"The 1920s is frequently referred to as the "Roaring Twenties" or the "Jazz Age", while in Europe the period is sometimes referred to as the "Golden Age Twenties" because of the economic boom following WWI emphasizing the era's social, artistic, and cultural dynamism.

The economic prosperity experienced by many countries during the 1920s was the result of a paradigm shift in global affairs. This shift occurred in part as the result of the conclusion of WWI and Spanish flu.

The era saw unprecedented industrial growth, accelerated consumer demand and aspirations, and significant changes in lifestyle and culture."

I think Sydney Road is proving every day its "social, artistic, and cultural dynamism", being (may I remind you all) the longest shopping strip in the southern hemisphere.

We've already seen "significant changes in lifestyle and culture" - not to mention most of us suffering extreme financial pressures, many now juggling home schooling as well.

So as we look down the barrel of the "New Normal" lets hope we can all get through the next little while in one piece supporting each other, doing what we can to keep sane, and hoping that the 2020s will "roar" at some stage soon.



## EDWARD ST CORNER: 'MORESPACE' & MURAL

Moreland City Council's Economic Development have created an Arts space in a vacant shop on the corner of Edward St & Sydney Road Brunswick. Hayley Rosenboom, (MCC Retail Facilitator), who has developed this project over the past months, has negotiated with the property owner to allow Morespace to help improve the commercial space. Previously this building was badly vandalised with graffiti, (as many buildings have been over the first lockdown) but has now been cleaned up, spruced up, colour panels applied, with a viewing panel into the art spaces, and a stunning new Mural to the side, (initiated by the SRBA).

This Council initiative, aims to activate empty vandalised premises in shopping strips & retail precincts, in order to offer a more appealing Commercial space & give local makers & creatives an interactive shoppable window space, to display their works.



By scanning the QR code neatly displayed on the windows (with your phone camera) you can be directed to their website, view more works or even purchase something. Moreland Council is hoping to extend this idea to more vacant premises around Moreland.

## MURALS: BALLARAT ST: by Baxter - IG: @whosbaxter

Check out the mural completed this month. Commissioned by the SRBA, we felt it an ideal time to clean up a few walls on the street & add some interest to the area.



before

This is a very impressive piece, where you can stand & examine the various elements which have been incorporated by the Artist and related to Sydney Road businesses & our Brunswick surrounds.



after

## EDWARD ST: by

Damien Arena - IG: @DA.ImageMaker

This piece is very striking in colour, and subject matter which the artist explains "represents our search for meaning in day to day life. The figure breaking out in between two halved faces, represents what may be missed or unseen whilst being surrounded by all of the complexities of who we are and where we are, and purposely looks androgenous with slight tones of youth and innocence".



before



after

## GEL DISTRIBUTION:

The SRBA purchased & distributed 200 x500ml bottles of sanitising Gel from a local company, Brunswick Industries Association, who support the employment of people with disabilities. We have a few bottles left if anyone is in need.

If you have any tasks or larger jobs that may need a group of people to assist, please think of this company, which is local and a great cause.



3-7 Syme Street  
Brunswick VIC 3056 / Switch 03 9380 7444  
www.brunswickindustries.org.au



## SOCIAL MEDIA: Taking GREAT photos of your products

Well! Back in lockdown again. Are you keeping your socials active during this time and working on your online store?



One of the upsides of the lockdown is *having* the time to *take* time with tasks. Take a breath and look at those photos you've been taking of product for socials and online stores - are they good enough? Are they bright, are they engaging, are they interesting?

And the great thing about technology these days is that you don't need a lot of fancy equipment to take a stunning product shot - in most cases you can simply set up outside on a bright but overcast day and whip out your smart phone! (\*\*if indoors, we suggest using two light sources from two angles to reduce shadows\*\*).

Here's some things to consider:

- Don't zoom - take the pic and crop it later. Zooming will reduce picture quality.
- Use the rule of thirds - this will help you create a well balanced photo. Some smart phones will even have a setting to display the grid on screen to aid positioning!
- Purchase a tripod - it doesn't have to be fancy or expensive. This will aid in creating as clear an image as you can - you want your customers to see product detail.
- As said above - natural light is THE BEST. Avoid the flash AT ALL COSTS!!
- Edit your photos with an online editing tool to crop, straighten or enhance your photos. Some free and easy to use options: Pixlr Editor, GIMP & Photoshop Express.
- Simple backgrounds work best so your product stands out. Complementary colours if possible, but there's nothing wrong with a stark white background!
- You could consider using props in your photos if you want to spice up your picture - Eg some pens and pencils if you are snapshotting some journals you sell!
- Take a variety of shots so your customers can imagine your product as best they can. Take a wide angle shot, close up shots of detail, include a photo of someone using/wearing/holding the product if possible (this aids customers in imagining the product size and use).

## BUSINESS MORELAND: BUSINESS GRANTS

In response to the COVID-19 pandemic, Moreland City Council is providing \$250,000 in grants to help local businesses impacted adversely by the economic implications of COVID-19.

These grants are part of Council's response to the COVID-19 pandemic and its Boost for Business package. The grants have been developed to assist businesses to invest in projects to stay viable through the current COVID-19 environment and emerge stronger through the recovery phase.

The projects could fund marketing or online initiatives,

purchase of e-commerce tools, service and product development or other small-scale projects.

Key dates: Applications open 15 July 2020 at 9am  
**APPLICATIONS CLOSE 9 August 2020 at 11.59pm**  
Funding will be distributed from the 3 September 2020

Successful applicants' proposed activity should be completed by 31 December 2020

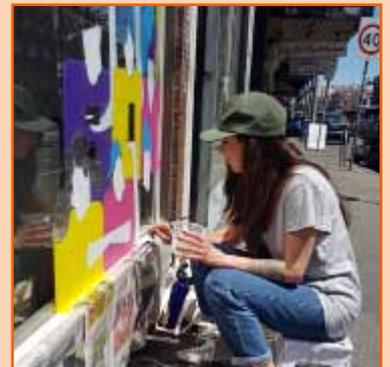
For more information & to apply please visit the [Business Moreland website](#)

## SYDNEY ROAD EVENTS & PROJECTS

### ART ON WINDOWS: HALLOWEEN (week prior to 31st October)

Since the successful & well-loved window art projects in Sydney Road in 2018 and 2019, it has been suggested that a Halloween theme might go down well this year.

The 'American tradition' seems to be gaining more & more interest in Melbourne (or Australia), so IF the restrictions will possibly allow it in October, we are hoping to get many businesses and Artists on board to create their 'spooky' works on the windows in October... might even extend it to your entry doorways... stay tuned & be haunted !



### BRUNSWICK'S GOT TALENT !! A Sydney Road ONLINE Comp. whilst in lockdown

One of our Committee members has suggested the above, since the Song Comp *went off* last month.

With all promotions online, we had 70 song videos coming in, which were 'liked, shared & commented on' in platforms like Facebook, Instagram, Youtube & on our Website. We had an enormous increase in engagement which helps keep up the momentum & interest from our Community, in the shopping strip.

There's just got to be a lot of talent and creatives out there, and we're aiming to draw them onto the screens of Sydney Road Brunswick - in any shape or form.

BRUNSWICK'S GOT TALENT will be alike held on Facebook with various categories and prizes, with judging based on Entertainment value/ skills and presentation by a Brunswick-based panel.

Keep an eye out on our Facebook for further information- coming very soon!



## NEW BUSINESSES ON SYDNEY RD

### HEMLEY STORE @BARKLY SQUARE

A great selection of easy-wearing clothing for both men & women, with a slight Country Road feel. The colours and designs are earthy and casual, with a few 'upmarket' items to choose from. Add a new pair of sturdy waterproof boots and you're set for a trek in the country or an outdoor festival. Its great to have a retail clothing shop, offering mens' wear-and which isn't a 'brand-name' shop. Check it out if you're down at Barkly Square as it's a nice relaxed boutique shop, waiting for a quick pick item to be bought.

### MITTY NAILS & BEAUTY @47

A bright and cheery destination that offers manicures & pedicures, specialising in unique bespoke nail art. A truly indulgent 'must have' experience, with 100% cruelty free & vegan products - thus a guilt-free choice.

The space is laid back and creative so you can enjoy art and beauty while their staff pamper you.

Whether you want a gel manicure on your natural nails or eye catching nail extensions with mind blowing nail art, the team at Mitty are here to help you feel special.

### CEDAR LOANS @ 172

Sharing the premises with Byron Tan & Associates near Edward St , Cedar Loans specialise in home lending for those who are self employed. Terms and rates can be equal to the normal home loans for employed people with a payslip. They offer Home Investment Loans / Interest only Loans / & Line of Credit- conditions apply of course.

A customer service adviser is on board daily, with FREE lending advice offered for their services. A comprehensive lending panel includes: Main Banks CBA, WBC, ANZ, NAB / Second Tier Banks / Non Financial Intermediaries /Private Lenders / Non Conforming Lenders & Low Doc Lenders.

### SYDNEY ROAD OSTEOPATHY & DIETETICS @844

A new Osteopathy and Dietetics clinic run by local husband and wife team - David and Pearl. Their goal is to make healthcare accessible to people of all walks and stages of life. To do this, they offer quality care at affordable prices, convenient opening hours (including evenings and weekends) and a fully wheelchair accessible clinic. Sydney Road Osteopathy and Dietetics also provide a bulk billing service which means there is no out of pocket expense to you with a valid ECP referral from your GP.

### 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/>

