

NEWSLETTER - SEPT 2020

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

Dear Traders

As we absorb the devastating impacts these past few months has had on your businesses, we are workshoping & stretching our minds for opportunities & to figure out how we can assist you, upon returning.

Fresh food outlets initially welcomed increases in revenue, but many were struggling to operate on drastically reduced hours, sales & income. We wait in anticipation for the welcomed 'road to recovery' but wonder, how will this happen? How will we entice people back to the street, hence those much needed sales? How long will it take to catch up & how can we maintain operations & keep afloat through what might be a very long recovery?

We have some ideas, but perhaps you have some too?  
If so, let us know- we're all in this together.

## STATE GOVT- EXTENSION TO OUTDOOR SEATING

Assistance for re-opening hospitality venues. Get prepared !

Grants of up to \$5,000 for businesses, with Council assistance in extending your outdoor dining. The SRBA will send further information via Mailchimp, as it becomes available.

See more inside:

**AGM: DATE to be confirmed when restrictions eased: possibly November**

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## THE VICTORIAN SMALL BUSINESS COMMISSION (VSBC): Negotiating RENT relief

This is an independent government agency. They advocate on issues affecting small business, raise awareness of your rights and responsibilities, **and help you to avoid or resolve disputes**. Eg: any commercial agreement between business-to-business/government or not-for-profit/ financial providers or insurers/ over undelivered goods and services or the quality of goods and services & non-payment of suppliers

### Commercial Tenancy Relief Scheme- EXTENDED to 31st Dec 2020

- Six-month moratorium on evictions for not paying rent for SMEs and a freeze on rent increases during the moratorium
- Rent relief in the form of a rent payment waiver or deferral
- Free mediation for commercial tenants and landlords
- Sole traders that participate in JobKeeper will be eligible
- Rent relief will be provided on a basis that is proportionate to a tenant's turnover reduction rent
- The VSBC will have capacity to make an order on rent relief if a landlord refuses to respond to rent relief requests

The tenant must make a written request to the landlord.  
• The landlord then has 14 days to make an offer of rent relief.  
• Tenants can use the VSBC's letter template to guide them in requesting rent relief.

### To apply for help in resolving the dispute go to:

[www.vsbcc.vic.gov.au](http://www.vsbcc.vic.gov.au)

- You will need to include a copy of your lease, evidence of reduction in turnover and participation in JobKeeper
- A case officer will contact you and the landlord to seek relevant information and arrange a time for mediation
- Mediation is conducted remotely by an independent mediator
- If parties reach agreement they enter into binding Terms of Settlement
- If an agreement can't be reached the dispute goes to VCAT or the Courts

## LANDLORD SUPPORT

Following the announcement of an extension to the Commercial Tenancy Relief Scheme (CTRS) until 31 December 2020 (pending legislation), the Victorian Government has launched the Commercial Landlord Hardship Fund.

This new fund provides grants of up to \$3000 to small, private landlords who may not have the capacity to provide rent reductions to their tenants under the requirements of the CTRS. Each grant amount will be equal to the amount of the rent waiver provided to the tenant up to \$3,000. A rent waiver is where the rent or part of the rent owed for an agreed period of time is never repaid. Full program guidelines and frequently asked questions (FAQs) are available for landlords who want to find out more about the fund and help determine their eligibility.

The Victorian Government is offering a range of other support for businesses, landlords and tenants who have been impacted by coronavirus (COVID-19), details of which are available on Business Victoria's business support page.

## MCC MEETING: Outdoor dining

MORELAND CITY COUNCIL held a special meeting re: the State Govt 'OUTDOOR EATING & ENTERTAINMENT' Package.

It was resolved to accept the recommendations by the officers, to address the challenge of providing additional outdoor opportunities which included 6 possible options:

- Expanded outdoor footpath trading to adjoining property
- Expanded access to & take-up of Moreland's Parklet program
- Conversion of sections of on-street carparking for outdoor dining opportunities
- Closure of side-streets off main streets, or laneways for outdoor dining purposes
- Dining spaces in private carparks or adjoining property areas &
- Set up of mobile food premises in large carparks or adjacent to Public Parks.

The motion was passed to accept these recommendations, but the motion to close Lygon St from Brunswick Rd to Glenlyon Road, for an outdoor dining precinct, was not.

Council will be contacting all food businesses in Moreland to alert them to the guidelines and to discuss the possibilities for each venue. You need to have a think yourself, and what you might apply for. Permit fees for occupying more space for tables & chairs will be waived.

More details can be found in the REPORT: 21st Sept Agenda, that you can find [HERE](#).



## RETAIL TRACKING: ALMOST half of AUSSIE

### CONSUMERS OPEN to instore tracking...

Almost half (44%) of Australian consumers say the use of in-store tracking technology enhances the shopping experience by improving customer service, while 34% say it helps create more personalised store promotions, according to a recent survey from mobile and IoT management solutions provider, SOTI.

In-store tracking is based around sensor data, which is received from beacons placed around a retail store that can connect with a customer's mobile phone via Bluetooth and a retail application. The data can identify how long a customer has been in a store and what products they have selected to buy. This information can then be used by retailers to send customers promotions, special offers and store information.

"Our research, which surveyed over 500 Australian consumers, found that shoppers are increasingly getting on board with the concept of in-store tracking if it means a better retail experience. In fact, 42% of survey respondents stated that they are more likely to choose to shop in a store that uses tracking technology to enhance shopping experiences," SOTI vice president sales for APAC, Michael Dyson said.

**Perhaps something to consider!**

## DONATION DOLLAR

More than two years in the making, the world's first \$1 coin designed to spark greater generosity is set to transform donations in Australia.



The "Donation Dollar" - launched this week with the support of the charity and not-for-profit sector - aims to encourage more Aussies to make a difference by donating to those in need when they discover the coins in their change.

Its arrival has come at a crucial time, as cash-strapped charities and people living on the streets have seen spare-change donations dry up during the pandemic. These coins are a day-to-day reminder that everyone has the power to help by giving what they can afford.

The Royal Australian Mint plans to produce enough Donation Dollars for every single Australian. And unlike collectable rare coins, these coins are designed to be given away. **Maybe you'd like to have a tin on your counter?**

## STREET PARTY UPDATE 2021

Due to the current bans on mass gatherings it is unlikely that the Street Party 2021, will go ahead, with estimated 40,000- 50,000 attendees each year. Many major events are not proceeding, and some with similar time-frames.

A suite of smaller alternative events are likely to be able to go ahead in some form, and will best mitigate the risks of last minute cancellation or COVID outbreak at a major event, while also serving the needs of key stakeholders.

The SRBA will be working with Council to best cover the needs and prospects of Traders and particularly the music venues, which could be able to expand and deliver some Brunswick Music festival shows.

## 2021 BMFEST: EXPRESSIONS of INTEREST NOW CLOSED

After an abrupt stop and a long pause, MCC are hitting play on the Brunswick Music Festival again, and will see you there in March 2021. Things are going to look, feel and potentially sound, different. This is the new normal after all, but it's the re-imagining that makes it so exciting. So, where to from here?

In their planning and responding to COVID-19 restrictions, they will be keeping things as flexible as possible while still finding ways to deliver special collaborations, events & fantastic opportunities for local artists, venues & audiences.



## COUNCIL ELECTIONS

Local council elections are held on the fourth Saturday of October every four years. The next election of Moreland Councillors will be held in October 2020. The election will be by postal ballot and conducted by the Victorian Electoral Commission (VEC), on behalf of Council.

If you are enrolled to vote the VEC will mail you a ballot pack with information about the candidates in early October. You will need to post the ballot paper back by Friday 23 October. Click here for [Candidates for Moreland City Council Elections- OCT 2020](#)

## MORELAND BUSINESS EVENTS: All FREE on Zoom

**Economic recovery: The challenges and opportunities for businesses**

Wednesday 30 September, 2pm - 3pm

Melbourne's North Food Group, NORTH Link and Bank of Melbourne invite you to a presentation on the current state of the economy as we emerge from restrictions.

**Northern Business Achievement Awards**

Thursday 1 October,

Virtually join us at the Northern Business Achievement Awards breakfast and hear from our guest speaker and panel of business nominees.

**Retail on the Run Live Workshops**

Thursday 1 October 2020 to Wednesday 24 February 2021

A series of workshops and webinars for retail managers and business owners.

This series of online workshops and webinars is a modern perspective on core retail skills - small group intensive-style webinars facilitated by retail experts. [REGISTER HERE](#)



**SOCIAL MEDIA: scheduling saves you time!**

You may be at the stage now where you've picked the social media platform that works best for you and are promoting your online shop there on a regular basis. Now that we are seeing the light at the end of the tunnel of Victoria's Lockdown 2.0, you are about to have less time on your hands for social media as your attention shifts to getting physical customers into your shop! BUT, we don't want all your hardwork going to waste! Now is the time to work out the best way to STREAMLINE your social media posting so you continue to keep your followers up to date while you focus on physically re-opening your store, or shifting your store's focus.

The number one best piece of advice I can give you is to choose a day a week, or a month, to take photos and schedule your content. This doesn't mean you don't continue to pay attention to your socials and just go completely hands off for an entire month after a day's work... but the majority of the heavy lifting is done on that ONE DAY.

So first step is to find the right scheduling tool for you - and you'll find a lot of them are cheap, free, and with multiple uses, not only allowing you to auto post but also analyse, control, remind you of upcoming events you could post about and more! Here are a few for you to check out:

- **Buffer Publish** for straightforward social media scheduling
- **Hootsuite** for all-in-one social media scheduling, monitoring & analytics
- **Zoho** for team-based social media management
- **MeetEdgar** for automating your social media posts
- **Loomly** for generating post ideas for social media
- **Sendible** for lead generation on social media
- **Iconsquare** for managing Instagram business accounts
- **Tailwind** for managing Pinterest accounts
- **Later** for cheap (or free) visual social media marketing



## LOCKDOWN 2.0 SR COMP



MADELEINE - Sydney Road SONG

### MORELAND'S GOT TALENT (AKA BRUNSWICK'S GOT TALENT)

Unfortunately not as successful as our previous lockdown Song Comp but still yielded some interesting & fun entries - in particular Madeleine's (from IGA Sydney Road) Sydney Road Song! The week the videos were uploaded, our FB page's engagement rose to 4.3k organically, with a whopping 15.9k minutes viewed of the content- mostly thanks to Maddy's fun entry (that so far has reached 23k people organically!)

[Check them out here \(links to the FB entries\)](#)



SANJAY



PETER



PENY



KAI



DUSTY

### 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/>

