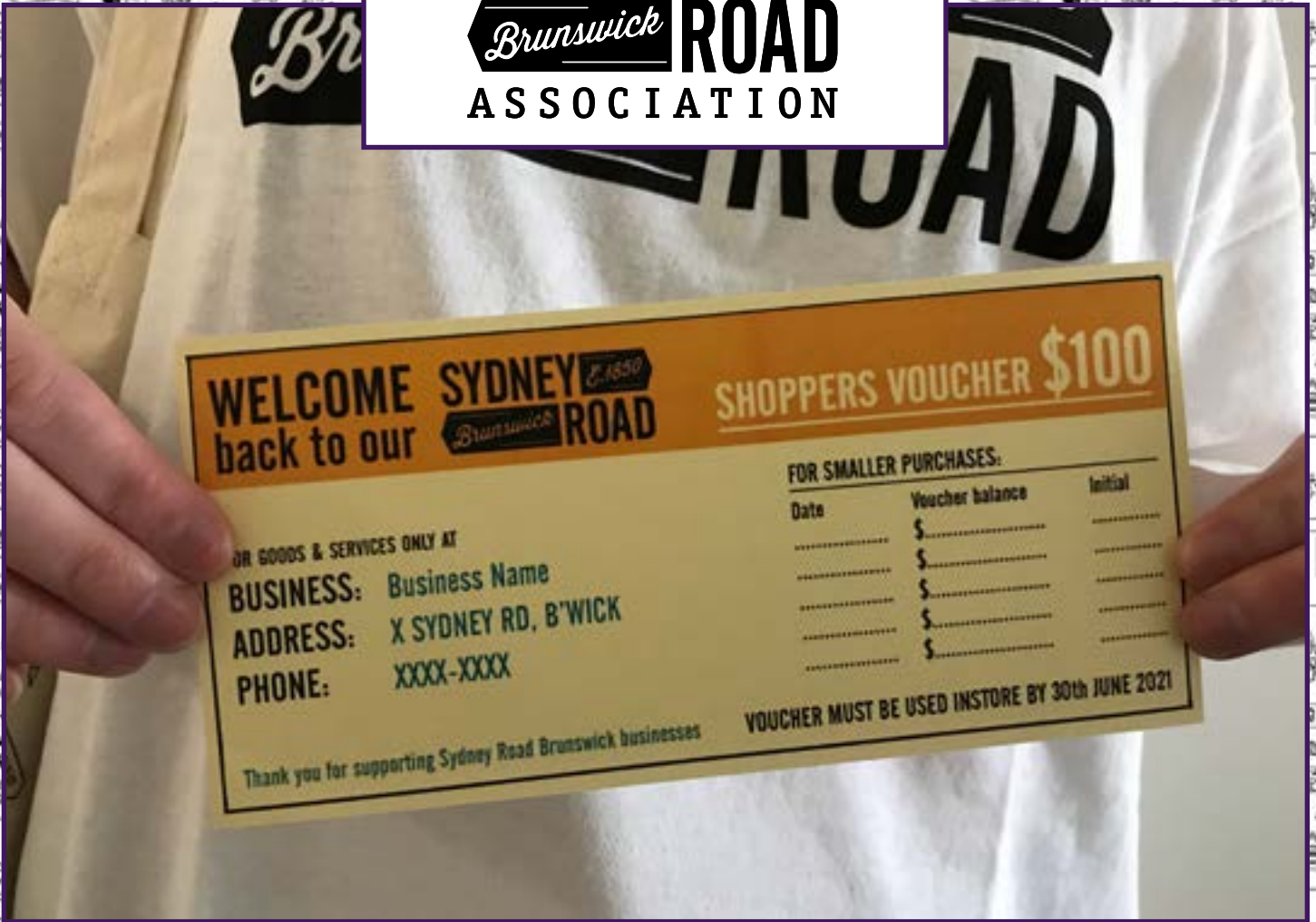


NEWSLETTER - NOV 2020

SYDNEY E.1992
Brunswick ROAD
ASSOCIATION



Getting customers back to the street!

MYSTERY VOUCHERS (300) TO BE SPENT IN SYDNEY ROAD BRUNSWICK!

An SRBA representative will be visiting most businesses/shops, to purchase from you a \$100 VOUCHER, (designed and signed by SRBA), which will be distributed to customers in the street. The Vouchers will have your Business name & address & all conditions on it.

These Mystery Vouchers will be placed in a Sydney Road shopping bag & be given out IN THE STREET, over 4 Saturdays (21/11, 28/11, 5/12, 12/12) in all areas of SR Brunswick.

Those businesses who may not be able to accommodate these \$100 Vouchers will be given a \$50 Voucher to spend at one of our shops.

This voucher will need to be :

- Signed by the Manager, owner or an authorised person in the business
- Receipt to be given to SRBA for \$100 paid
- Voucher to be honoured by store, up to 30th June 2021

A photocopy of the voucher will be issued for your records & recognition on presentation

SRBA AGM (Annual General Meeting) @MAZI Brunswick- see inside

WWW.SYDNEYROAD.COM.AU SYDNEYROADBRUNSWICK  #SYDNEYRDBRUNSWICK 

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MARY GURRY: President SRBA

Winter is over! ...and the optimism is palpable. Baby steps, but definite steps out of this pandemic situation give us all hope.

Welcome back to all those businesses who have re-opened in recent weeks. Welcome to the new business that are starting in Sydney Road.

The next 12 months will be complicated, but with luck they will be an awful lot better than the last 8 months. The wedding precinct is still in darkness which makes all of us sad, but life will return.

The Sydney Road Business Association has been working through the lockdown to find ways to boost Sydney Road traders.

Stay tuned for future plans to help support and boost your business.



CLICK & COLLECT: for your online store

Are you offering Click & Collect? If not, **WHY NOT?** If you haven't already, it's not too late to set it up!



People will have become very used to online shopping over our 2 lockdowns, so we expect this trend to continue even though Melbourne is re-opening (particularly with the increase in shipping times of late). It also saves you money!

What to do:

- First you'll need a website with an online shop
- Navigate to your shop shipping settings
- Add the option for customers to Click & Collect

Here are some best practices to consider:

- Connect any offline & online customer data
- Section off a designated Pickup Location (with signage)
- Pre-sort items ready for pickup
- Inform & educated staff members
- Promote the service on your website/social media (explaining how it works)
- If possible, include a feature that shows live data of what is in stock & available for purchase.
- Offer options (home delivery, pay on pickup, pay and then collect)
- Ensure that you are clear with your customers how, when, where they can collect their item from.

COVID SAFE MARSHAL- Let's make sure people feel SAFE in coming back to shop in Sydney Road again.

The SRBA has a designated representative calling at each shop over the next 3 weeks, to check if businesses are complying with Covid safe practices and to assist and advise any businesses that are unsure of the guidelines. This is only to help our businesses understand the many processes & rules.

You can also CHECK it YOURSELF:

<https://www.coronavirus.vic.gov.au/covidsafe-plan>

SYDNEY ROAD BRUNSWICK AGM- ANNUAL GENERAL MEETING

Please come join us **TUESDAY 1st DECEMBER 6-8pm**
Annual General Meeting @

MAZI BRUNSWICK - 317 Sydney Road Brunswick- back garden.

We hope you can attend this short annual meeting and learn what the Association has been working on in the past year. This is an informal night where we will expand on the many projects and initiatives being undertaken for the sustainability of Sydney Road Brunswick shopping strip. A chance to network with a drink and snacks after.

Due to restricted numbers - please RSVP by 24/11.

NEW SRBA PREMISES: We're coming to the street !!

The Office of the SRBA has been located at the Brunswick Enterprise Centre for 20 years, but not many people or Traders know about it, or visit us. So from 1st December, we will be at a more convenient drop in location on the street, where we will set up a HUB, providing information, directions and handling enquiries.

The intention is to be a helpful source of information for the street and businesses- along with displaying our brochures/guides, promotional goods (tees, bags & notepads) run targeted workshops for traders and also commence some small group tours for the public- therefore being a go- to HUB for Sydney Road Brunswick.

ONLINE SALES— ARE you DOING ONLINE SALES ?

We'd really like to know who is and who isn't and who will be continuing to do online sales.

DO YOU NEED HELP in setting up this option for your customers ? Over this lockdown, people have had to learn how to purchase online and much more often. They may find it appealing, especially being delivered to their door. We are still operating in a COVID-SAFE way and with Christmas coming up, businesses should consider **ONLINE** as an option to boost any sales possible and for those technically savvy wanting to continue the option. We'd like to run some workshops which will train businesses in setting up online sales- **IT'S A MUST GOING FORWARD & cannot be avoided.**

PLEASE let us know if this is something you would attend.

Websites to consider for your online shop:

- Shopify
- Squarespace
- Ebay
- Etsy

MORELAND BUSINESS EVENTS: All FREE on Zoom

With regular online workshops/webinars (usually on a Thursday), you're bound to learn something helpful. Covering topics such as:

- **Taking your business online: What you need to know**
- **Finance Fundamentals: How to keep the cash flowing**
- **Business Planning Essentials: How to build a road map to success.**

For more info & to register: <https://www.eventbrite.com.au/o/business-moreland-10898516299>

WELCOME BACK SHOP WINDOW POSTERS

Please place on the shop window if you have been given a poster.

This is to 'welcome people back' to the street and alert them to our special precinct days of giving out the "Mystery Vouchers", shopping bags, highlight our Festive Window Art on the street days - a real bonus for all the customers in the street.

We need to be welcoming them with 'open arms' ...(just as the poster does), to make them realise how much they have been missed in Sydney Road. We are not a place that has just awesome shops, but a place to mix and meet people, socialise & be welcomed as part of the Community- in a COVID Safe way of course. **Thanks for your support.**



JIGSAW PUZZLE: Sydney Road in 500 pieces !!

We've been working with local artist Kat Chadwick to create a quirky illustration that depicts our diverse SR for a jigsaw puzzle! It will be ready in time for Christmas gifts, and we will be selling it from our new Hub.

We are getting 100 manufactured and if we have enough we may be able to sell wholesale to traders wishing to stock it!

Expressions of interest to info@sydneyroad.com.au
Look out for the Tee shirts incorporating this design !



STREET PARTY 2021

If you haven't heard as yet, **Unfortunately the Street Party WILL NOT BE GOING AHEAD as a large, 1 day event in 2021.**

However **3 smaller events will be taking place** where the Council Arts & Culture are hoping to hold 3 smaller events and involve as many traders as possible. Sydney Road is limited in outdoor spaces, but **Sparta Place, Wilson Ave and Mechanics forecourt are 3 possibilities.**

These will be held similarly and in conjunction with the Brunswick Music Festival, where again, audiences will need to be smaller ...depending on the state of the pandemic in March 2021. Moreland Council have not taken this decision lightly, and they, as we do, hope that our Traders will get on board to add to the smaller festivities planned in March 2021.

SYDNEY ROAD EVENTS

4 SPECIAL SATURDAYS

Let's bring the customers back !!

Each Saturday includes:

Mystery Voucher give-aways x80 in our Sydney Road shopping bags AND Roaming entertainment PLUS we'll be setting up a Sydney Road merch table stocked with tees, brochures, notepads, bags

SATURDAY 21st NOV. MORELAND precinct
(Albion St – Moreland Rd)

SATURDAY 28th NOV. ANSTEY precinct
(Victoria St – Albion St)
As above PLUS **Festive Art on windows**

SATURDAY 5th DEC. JEWELL precinct
(Brunswick Rd – Glenlyon Rd)
As above PLUS **Festive Art on windows**

SATURDAY 12th DEC. BRUNSWICK precinct
(Glenlyon Rd – Victoria St)

Get involved! This might be an opportunity to put some goods out the front and join in on the festive vibes!

FESTIVE ART ON WINDOWS:

Call for Artists / Call for shop windows !!

This time we'll be festiving up the precinct windows of:
ANSTEY 28/11 (Victoria St – Albion St)
& **JEWELL 5/12** (Brunswick Rd – Glenlyon Rd)!

Always a popular event this one! And as we weren't able to do our proposed Halloween windows due to lockdown, we will be holding **two** festive windows events on **two** Saturdays (depending on how many are interested)!

It's a great event that draws more people to SR and to your shop. We'll be in touch with those stores in **Jewell** and **Anstey** soon.

Please let us know if you are in those areas and like to have an Artist allocated to your shop window.

STREET ENTERTAINMENT

We always aim to have 'roaming' entertainment along the street, so all areas are covered.

Some will be music and some creative-types which add a bit of fun to the road, fetch a few hoots and holler's from passing cars and generally entertain the shoppers. We hope to have a range of entertainment up till Christmas.

Keep an eye out !



ARE YOU RE-OPENING in a COVID-SAFE way?

AVOID A THIRD WAVE SO WE CAN STAY OPEN!

You may have seen the mailchimp we sent after Daniel Andrews announcement Monday 26th October 2020 re: Melbourne reopening- and re-opening safely. Here's the bare essentials of what you must now adhere to

FACT SHEET



Ensure physical distancing - You Must

- ❑ Ensure workers and visitors are 1.5 metres apart as much as possible
- ❑ Display signs to show patron limits at the entrance of enclosed areas where limits apply
- ❑ Ensure employees work from home wherever possible
- ❑ Apply the four-square-metre rule to configure shared work areas and publicly accessible spaces



Wear a face mask - You Must

- ❑ Ensure all workers and visitors entering the worksite wear a face mask as per public health advice
- ❑ Provide adequate face masks and Personal Protective Equipment (PPE) to workers who do not have their own



Practice good hygiene - You Must

- ❑ Frequently and regularly clean and disinfect shared spaces, including high-touch communal items such as doorhandles and telephones
- ❑ Make soap and hand sanitizer available for all workers and customers throughout the worksite and encourage regular handwashing

FACT SHEET



Keep records and act quickly - You Must

- ❑ Support workers to get tested and stay home even if they only have mild symptoms
- ❑ Develop a business contingency plan to manage any outbreaks
- ❑ Keep records of all people who enter the workplace for contact tracing



Avoid interactions in enclosed spaces - You Should

- ❑ Move as much activity outside as possible, including meetings, teamrooms, lunchbreaks, locker rooms, and serving customers
- ❑ Enhance airflow by opening windows and doors



Create workforce bubbles - You Should

- ❑ Keep groups of workers rostered on the same shifts at a single worksite and ensure there is no overlap of workers during shift changes

For more info: <https://www.coronavirus.vic.gov.au/covidsafe-plan>

Link to download Signs/posters/templates: <https://www.coronavirus.vic.gov.au/signs-posters-and-templates>

If you need any signage printed, contact us on info@sydneyroad.com.au

SR COVID-SAFE MARSHAL/HELPER

Lets make sure people feel SAFE in coming back to shop in Sydney Road again.

The SRBA has a designated representative (as we did in June) calling at each shop over the next 3 weeks, to check if businesses are complying with Covid safe practices and to assist and advise any businesses that are unsure of the guidelines. This is only to help our businesses understand the many processes & rules.



WINDOW DISPLAY SAMPLES

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/>

