

NEWSLETTER - MARCH 2021

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



**NEW tee!**  
sold at events

500 piece  
**PUZZLE**  
\$25 wholesale  
RRP: \$40!

## ANNUAL TRADERS SURVEY

Required by Moreland City Council from SRBA: A short survey (approx. 3 mins)- Hard copy delivered with newsletter, or fill out the ONLINE Survey Monkey included in our MAILCHIMP.

**TO BE COLLECTED BY Fri 9th APRIL \*\*\* PLEASE** leave the hard copy, (if completed this way, rather than by online) at the front desk- so it can be easily found at pick-up

Next meeting: **TUESDAY 13th APRIL 6pm**

WWW.SYDNEYROAD.COM.AU SYDNEYROADBRUNSWICK  #SYDNEYRDBRUNSWICK 

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## ARTICLE BY: ONUR KURT

Brunswick has been a part of my life for a long time.

Not only did I attend Primary and Secondary school in Brunswick, my parents had opened a restaurant in 1976 on Sydney Road- the Golden Terrace Turkish restaurant. They recently closed the business for good and are in retirement.

Why did I open my shop in Brunswick? It's my history and my future.

The intention was to open a restaurant but unfortunately I had health issues arise not long after but all is good and clear now!

So instead, OK POP UP came as an unplanned invention. OK representing my intentions and pop up to test the waters.

The shop represents who I am, a haven of old and new, Turkish but Brunswick, new and recycled clothing and jewellery and lots of Turkish goodies such as cotton towels soaps and packaged food.

OK POP UP also has Turkish coffee and readings, eclectic gifts and cards, local artists works of prints and cards. The shop is also a stockist for Organic Merchant teas and No Pong deodorant!

Brunswick is a community of warmth and locals. I sometimes even perform at Bar Oussou with my band the Kismet Project!

I recently joined the SRBA committee and they do a wonderful job of promoting our strip of small businesses.

It's given me the opportunity to give my input of ideas as well as learning about what other businesses have to offer!

So pop in and say hello!



Onur Kurt  
OK Pop-Up @633



## WHAT NOT TO POST ON SOCIAL MEDIA

We've spoken a lot in the past about what you **SHOULD** be doing regarding social media... this article is about what you should **NOT** do, as it is definitely **NOT** about posting for posting's sake. All posts should be carefully considered! Doing any (or all...) of the following can damage your brand, lose you valuable followers & more!



### We strongly recommend you do NOT post:

- **Overly promotional content**- pushing your followers repeatedly to visit your store & buy something.
- **Political or religious content**- this can be alienating to those who do not have the same beliefs that you have.
- **Irrelevant posts**- whether this be sharing or your own content, try to stick to posting that which is most relevant to your business and your audience. Irrelevant content can confuse & lose followers.
- **Irrelevant, banned or the same hashtags** on any/every post- all these activities can lead to your account being banned from social media.
- **Spelling/grammatical errors**- this can make you look unprofessional. Perhaps type your posts up and spell check first if you are unsure.

Next time we'll be writing some tips on content that we recommend you **SHOULD** be posting!

## SHOP FEATURES: Check our online N'letter for links!

- Barkly Square & Brunswick Ballroom in [Beat](#)
- Billy Van Creamy in [Broadsheet](#)
- Brunswick Ballroom in [SMH](#), [Limelight Mag](#), [Aussie Theatre](#), [2nd Aussie Theatre](#), [Scenestr](#), [Beat](#), [2nd Beat](#), [The Music](#), [Broadsheet](#), [The Age](#), [Goodfood](#)
- Choukette in [The Urban List](#)
- Clothing the Gap in [Timeout](#), [Broadsheet](#), [2nd Broadsheet](#) & [Pedestrian TV](#)
- GoodDays in [Broadsheet](#)
- Lotus Dental in [Digital Journal](#)
- Luther's Scoops in [Broadsheet](#)

## MORELAND BUSINESS EVENTS: All FREE on Zoom

With regular online workshops/webinars, you're bound to learn something helpful. Covering topics such as:

- ATO Small Business Webinars
- Create email campaigns with Mailchimp
- Learn 2021 digital business trends
- Find your brand voice to elevate your branding
- Business goals for going online
- Building community online & offline
- Engage real followers on Instagram
- SEO Fundamentals

For more info & to register: <https://businessmoreland.com.au/workshops-and-events/find-event/>

## BUSINESS SURVEY - ANNUAL

Under our Funding Agreement with Council we ask you to rate the Association and what we are doing. We'd also like to ask you some questions on what YOU would like to see happen in the street or take on board any ideas you have for the street. We are here to promote the area, bring people here, assist with business matters and be a support to anyone that requires it.

**PLEASE take the time to complete the questionnaire.**

## VIC ROADS CLEAN UP POLES

The street light poles were painted recently by Vic Roads, after many years and layers of posters being 'applied'. 'Bill posting' is totally illegal, but it seems that the Southern end of the street gets hit by many venues and Bands (other than Sydney Road ) and the political Trades hall groups.





## STATE GOVT GRANT: \$20,000

Having received a Grant, for the specific purposes of

1. Enabling local business collaboration
2. Helping members access support (including Vic Govt. support)
3. Helping members transition into recovery and restart

The SRBA will be holding **3 workshops on 2 topics** - ONLINE SELLING & SOCIAL MEDIA.

We will also be setting up a **Trader tools page**, on our Website, specifically to assist traders in a variety of areas and resources including contacts, business strategies, tips and examples.

The other area will be in bringing people to the street via some enticing Tours.

Tours might include - 'Secondhand shops', bridal or possibly food again.

## CINEMA ADVERTISING

With the instability of Covid restrictions, we have delayed screening the Sydney Road promotional film. However we are currently looking into the new Palais Cinema in Coburg and the Coburg Drive-in as possible options.

## NEW TEE SHIRT DESIGN FOR S ROAD ...can you spot

the icons?

100% cotton Tees (XS, S, M, L, XL, XXL) have been printed in colour design on white, with an adaptation of the Sydney Road Jigsaw... illustrated by Kat Chadwick. These are promotional items which we sell at small events, such as the last 2 weekends with BMF.



## SYDNEY ROAD JIGSAW PUZZLE

A challenging but fun Jigsaw to see what's in our Sydney Road. Also to promote the street to others, or give a special gift to those who love Sydney Road Brunswick... everyone! A really nice gift for 'clients', overseas travellers when visiting next (?) or new residents.



## EATING & VENUE GUIDE 2021

Having confirmed the details from over 150 businesses included in this guide- (and whether they provide GF: Gluten free, V: Vegan etc) we are on the way to printing the new guide which will be delivered to our shops- to give to the locals. This brochure which includes colourful photos all from Sydney Road, is usually distributed at the Street Party, RMIT, all events, local motels & via our shops.

They are a popular item, so please let us know if you need more delivered, after the first batch. It is also downloadable from the Sydney Road website home page: [sydneyroad.com.au](http://sydneyroad.com.au)



## SYDNEY ROAD EVENTS

### POP-UP ACTIVITIES HELD

To replace the much loved Sydney Road Street Party this year, (called off in late 2020) Moreland City Council Arts & Culture held 3 smaller events at the commencement of the Brunswick Music Festival over the last 2 weekends. These occurred outside the Mechanics, Barkly Square laneway and Sparta Place, show-casing a BMF Band. (Unfortunately the last event was competing with all-day rain.)

The SRBA (Troy & Veronica) set up a merchandise table to sell Tees, give away shopping bags, shopping list pads & Eating Guides but no other Traders were involved asides AtWork from 861 SR at the first event.

Over the 3 hour events, we managed to distribute free vouchers for some of the surrounding food businesses during the event, to encourage eating in Sydney Road.



### RMIT ORIENTATION

Low attendance this year due to COVID- mostly online. Veronica went down for a few hours and handed out about 50 totes, eating & vintage guides, notepads & ambassador cards.

We have also put an ad for SR in their Catalyst magazine 2021



### EASTER EGG HUNT

This year for Easter we'll be running a Street based Easter Egg Hunt! If you'd like to give away a 1kg egg this year and host one of our "FIND THE BRUNSWICK BUNNY EGGS" (small window signage), please email us at: [info@sydneyroad.com.au](mailto:info@sydneyroad.com.au)



### SCHOOL HOLIDAY ACTIVITIES: Street Activation!

For the Easter school holidays we have organised a few street roamers and activities for kids to bring the families back to the street. Keep an eye on our socials and website for upcoming dates and further information! Dates to look out for: Wilson Ave 27/3, Sparta PI 9/4 & 17/4 (location tbc): [sydneyroad.com.au/events/](http://sydneyroad.com.au/events/)





## NEW BUSINESSES ON SYDNEY RD

### CLUB BARKLY REBRAND

Northern Tabaret has recently undergone an epic rebrand/ renovation and come out the other side as Club Barkly- a modern multi-purpose venue with the capacity to celebrate all occasions! Settle in and enjoy the delicious food and drinks menu, and when the game is over (viewable from HUGE screens), enjoy the latest range of gaming on offer. Club Barkly is capable of hosting private functions with a range of function package options... PLUS currently a free function room!

### LUI.BOSS @173

Lui.Boss Korean Eatery is a stylish and chic space serving, as the name suggests, delicious Korean cuisine. Serving up a whole host of delicious dishes, from Korean fried chicken to bibimbap, bulgogi, stews and small tapas-style plates ideal for sharing. Lui.Boss is ideal for lunch with your pals or a dinner catching up over beers and tasty fare. Is there anything better? They highly recommend starting with the veggie fried dumplings before tucking into either the spicy Korean fried chicken, chilli pork bibimbap or hot pot. With so much on offer, you're guaranteed for a good time. Be sure to reserve though, it fills up very quickly indeed.

### SYDNEY CELLARS @304

Previously running Melville Rd Cellars (corner of Melville Rd & Hope Street Brunswick) for 12 years, husband and wife team Van & Loan have recently moved their range of liquor to Sydney Road. Complete with the usual beers (including craft & international), wines, spirits & soft drinks and a wealth of experience and knowledge! Although it's not the first time these 2 were trading on the street- previously taking up residence at 359 Sydney Road cooking Chinese & Vietnamese cuisine for their business Saigon City.

### LOTUS DENTAL @200

Dr Ahmed and the team at Lotus Dental pride themselves on highly personalised care, and that includes making all patients feel truly safe and comfortable. Any nervous patients take note here as the crew have established a myriad of methods to help those uneasy feel at ease during their appointment! You can select your favourite TV show/ cat video/ silly movie or relax with your own tunes alongside a selection of aromatherapy and lush plants while your teeth are tended.

### GREAT GROCERY GURU @736

A family-run supermarket at the top end that caters for everyone with all the products you CAN'T get at the big chain stores. Haldiram, Bikano, samosas, kachoris, Aloevera drinks, Roti Paranthas, Ladoos, Gulab Jamun, Rasmalai, Spices and herbs, MDH, Laziza, Shan, GSM, Pattu, Atta, Lentils, Fresh paneer, yoghurt, Masala tea... we could go on! Your local store to find predominantly Indian products, alongside bulk grains and frozen goods.

### SYDNEY ROAD APP: ANY SPECIALS ?

### ADVERTISE YOUR 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/>

