

NEWSLETTER - JUNE 2021

SYDNEY EST. 1992
Brunswick ROAD
ASSOCIATION

WELCOME BACK... again !!

IMPORTANT for SRoad

SHOPS & OFFICES OPENING

MUST DISPLAY STATE GOVT QR

At FRONT DOOR for every customer entering

To register: coronavirus.vic.gov.au/register-to-use-vic-gov-qr-code-service

MASKS STILL to be WORN AT ALL TIMES

Maintain SAFE 1.5 DISTANCE & density LIMITS

UPSKILLING: SOCIAL MEDIA 16/6 & ONLINE SELLING 22/6

It's WORTH JUST 3 HOURS of your TIME !

YOU MUST consider ATTENDING these FINAL TWO sessions, which are extremely valuable, informative, inspiring & often personalised to your business needs.

As one of our attending businesses quoted:

"This training session gave me an insight about what and how the social media platforms can offer to us as a small business".

REGISTER NOW e: info@sydneyroad.com.au or <https://sydneyroad.com.au/upskilling/>

COVID RESTRICTION UPDATES: dhs.vic.gov.au/coronavirus

Circuit Breaker SUPPORT & INFO: business.vic.gov.au/business-information/covid-19-business-information

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A NOTE FROM SRBA MANAGER- Claire Perry

GRAFFITI IN OUR STREET: HELP combat the battle to decrease graffiti

REPORT ANY INCIDENCES on your building.

A meeting was held with the SRBA & acting Sergeant Jaymee Cutler of the Brunswick Police & the Moreland City Council Unit Manager for street cleaning, to seek an update on the current actions & reporting avenues available to us and to stress our urgency in combating this ongoing problem.

As a main shopping strip aiming to attract people here, we totally understand traders are fed-up with the continual tagging of building fascias. Since the lockdown in 2020, massive areas have been vandalised on many of the higher historical building facades. These areas are almost inaccessible & difficult to repaint, except with a cherry picker, very high ladder, but all too often reachable by those acrobatic tagger types. Mostly late at night or in early hours.

In partnership with the Dept of Justice & those attending Community service, the MCC have co-ordinated programs to remove or paint-over graffiti. This is only 1 day a week for all of Moreland but Sydney Road Brunswick have had 2 'clean-up' drives.

A new "Graffiti Register Program" is being developed across all Councils in Victoria, so a database of graffiti tags can be cross-referenced state-wide & shared with Police, to establish the movement of taggers and ultimately be charged.

YOUR HELP IS NEEDED to REPORT any NEW GRAFFITI/TAGGING

<https://onlinereporting.police.vic.gov.au/>

Traders will need to report instances **via the PAL call centre (POLICE ASSISTANCE LINE) 131 444** or online form (takes approx. 10- 20 minutes to complete). However photos cannot be attached, & it must be on the building you occupy.

Once reported here, the crime scene will go & photograph tags, which will then go into a graffiti related database. The more instances that are reported- the more it will potentially be seen as a larger escalating problem with further action and possibly more funding.

SUMMARY:

- Increase reporting of tagging to PAL (Police Assistance Line)
- Take footage (via phone video option) of tagging activity IF SAFE TO DO SO- especially if it is good quality footage with visible distinguishable people in.



SOMETHING TO CONSIDER:

- Set up CCTV footage for your premises- but if not affordable then at least a dummy camera/ & OR sensor lighting etc.
- Some onsite CCTV cameras can be linked and viewed by your mobile phone.



WHAT TO POST ON SOCIAL MEDIA

Coming up with **unique** content regularly by yourself can become tiresome and challenging- but there are ways to shake it up a bit and **make it fun for yourself!** Consider the below:



- Create a series- be it one particular product range or type, helpful tips, items in a particular colour...
- Run a competition or giveaway
- Run a poll, encourage viewers to ask questions
- Share other's content- this may sound like a big no-no but if you share **RELEVANT** content to your brand (and no, not your direct competitors content...), this can help your own brand- and you never know, they may share some of **YOUR** content back!
- Share your fans content! This can add Real Life to your products
- Do the occasional video- of product, of your store, of customers (perhaps throw in an interview!), or of yourself talking about your business etc.
- Relevant meme's- these can be fun additions, and help you stay on trend
- How To's or Tutorials
- Behind the scenes... and so on...



EXAMPLE OF A MEME

DON'T fall into the trap of thinking **YOU** are the one who has to come up with **ALL** your content, **ALL** the time! Consider finding an Instagram Ambassador who could take over your socials for a week (**do look over their proposed content though- and ensure you are the one responding to comments on those posts!**), influencers who already like your brand who could do posts for you, or employees/ relatives who may want to help/ take over the role for you!

HOT TIP!

To get you in the headspace of sharing different content, consider taking part in a monthly challenge such as March Meet the Maker- a daily prompt list to inspire postings relating to you and your business (aimed at art/ craft businesses- but can be tailored to suit ANY business!)



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

- Brunswick Ballroom in [Beat](#)
- Mamma's Boy Trattoria in [Broadsheet](#)
- Clothing the Gaps in [The Brag](#) & [Broadsheet](#)
- Sarah Sands in [Good Food](#)
- A1 Bakery in [Good Food](#)
- Mediterranean Wholesalers in [Broadsheet](#)
- Barkly's Kitchen in [Broadsheet](#) & [The Age](#)
- Alasya in [GO](#)
- Terra Madre in [Broadsheet](#) & [Good Food](#)
- Egglab in [Broadsheet](#)

VIC STATE GOVT GRANT: SRBA received Grant as Trader group- \$20,000

Upskilling sessions, presented by the ARA, have been very informative with 2 sessions to go- see details below & seriously think about attending.

Sydney Road **Secondhand Vintage walking Tours** brought people back to the street to not only learn about some of our vintage shops- but discovered others along the way. Great fun too.

TRADER TOOL Page- an informative page for all our businesses on our Website- still in development but due to go live with topics that will interest and assist traders in this current retail climate.

WORKSHOP SESSIONS: social media & online sales

YOU CAN NEVER KNOW it ALL when it comes to SOCIAL MEDIA & ONLINE SALES... or DO YOU?

The ARA (Australian Retailers Association) are just brilliant on these 2 topics. As part of the STATE GOVT GRANT we have provided 2 sessions already with **only 2 to GO**.

We cannot emphasize how informative and helpful these sessions have been

Tues 16/6 9-12am - SOCIAL MEDIA

Tues 22/6 5-8pm - ONLINE SALES (omni-channel)

We **KNOW** you're busy, but it would be **VERY** useful to your business to attend- see what you can do, even if it's sending an employee or opening an hour later...

Register NOW: sydneyroad.com.au/upskilling/

ON THAT NOTE: We attended the above sessions ourselves, as social media is always evolving and changing, with new algorithms continuously cropping up. From what we have learnt, we have decided to alter our own plan of attack for social media. Stay tuned for more information down the track!



PUSH BUTTON NOTIFICATIONS: SRoad Phone App

For the month of MAY, (up until lockdown), we ran a daily special obtained from various businesses, on the phone App. This meant that all our customers that have our phone App were sent an "EVERYDAY IN MAY GIVEAWAY"- from Sydney Road Brunswick. As the month went on, more people took up the offer, bringing people to their shop or alerting them to a shop they may not have otherwise known about.

THANK YOU to those businesses who participated in the initiative & PLEASE LET US KNOW if you have some sort of offer, or special, we can send out to our 1300 customers with the SR phone App.

Also PLEASE encourage your customers to **DOWNLOAD the SYDNEY ROAD PHONE APP** as many specials and event notifications come up.



SYDNEY ROAD EVENTS

SYDNEY ROAD VINTAGE BALL: Come & join the Brunswick Community for some FUN !

A grand event, in an impressive Brunswick setting at your local ballroom, in your local Sydney Road Brunswick strip. This is a one off chance to get your pals & co-workers spruced up in a vintage outfit, for a 'back in time' classic event... just to dance the night away... and have a real 'BALL'.

As Sydney Road Brunswick is a haven for vintage, second-hand clothing & OP shops- we're encouraging you to hunt down & purchase your most outrageous vintage outfit for this up-cycled event. Some of you may recall a similar event known years ago, as 'The Brunswick Ball', held annually at the Brunswick Townhall- well this is a come-back for a Community of Brunswick party!

So, grab your tickets and get ready to kick up your heels to the infamous **10 piece Pearly Shells Swing Band**, parade the catwalk to win one of 3 vintage outfit categories and take home a photo booth memory of it all.

Thurs 22 July 7.30-11pm
The Brunswick Ballroom

Tkts \$30 Moshtix- includes 1 drink, photo opportunity, raffle ticket on entry



SECONDHAND VINTAGE TOURS: Hoping to do more!

In May we managed to slot in 2 of our Secondhand Vintage Tours before the lockdown. Traders and attendees had a wonderful time, and many bargains were nabbed!



PHOTOGRAPHY EXHIBITION:

getting to know our Traders- SEPTEMBER

This is an exhibition showcasing our business owners from Albion St to Moreland Road.

This involves local photographers partnering with our businesses to present a portrait of them, in their environment, displayed on the shop window, with a write-up about the person in the photo. Previously done in 2018 & 2019 in various parts of the street. A very popular event.

HALLOWEEN WINDOWS: OCTOBER

As this occasion appears to be escalating in Australia, SRoad Bwick will seek local Artists to paint Halloween themes on shop windows, with encouragement to decorate shop entrances as well, to attract customers & families to the street. This is similar to the Festive windows which have become so popular prior to Christmas. The area for these windows is still to be decided.

NEW BUSINESSES ON SYDNEY RD



PRESTIGE HOME & COMMUNITY CARE @650 (FORUM ARCADE)

Located in the Forum Arcade; a newly established service created in response to local community demand for quality disability support services. The team are committed to delivering a highly personal, responsive and client-focused service to people needing to access disability support services (including under the NDIS). Their client-centered approach is focused towards helping people achieve their personal, economic and social goals.

DASTARKWHAN @743-745

A purely Pakistani Cuisine Restaurant serving typical Pakistani dishes. The team live by the code of immediate freshness given that except for their Biryani (which is cooked every day in bulk), every other dish is prepared there and then as the customer orders which gives a typical unmatched Pakistani taste. Every now and then new dishes are introduced, so visit regularly to experience what's new, fresh and exciting! This is a great restaurant for families and large groups that can fit comfortably and at ease in their large premises.

GREEN PHOENIX @62

We're very excited the Green Phoenix has landed on Sydney Road Brunswick- filling a location that has been empty for years. Houy has decorated in modern dark grey and teal tones, with semi-industrial architecture. An innovative menu with interesting options and high attention to detail to old classic favourites. Not to mention beautiful presentation with many gluten free, vegan & vegetarian options. Now offering dinner too WITH cocktails (Happy Hour Thurs-Sat 5pm-6:30pm till end of June)!

LOTUS COSMETIC CLINIC @200

Offering a holistic approach to wellness & anti-aging, Lotus Cosmetic offer the best medical grade practice & state of the art science based anti-aging therapies. Non-invasive therapies range from dermal fillers to mechanical & chemical skin therapies. Experienced cosmetic physicians specialise in non-surgical cosmetic enhancement, to enhance natural beauty.

ARTERIAL DESIGN @459 (UPSTAIRS: HARDWICK BUILDING)

Arterial is a unique 2D, 3D and specialist multi-media design company that specifically caters for the cultural heritage sector. They design and implement visitor experiences from museum exhibitions to Discovery and Interpretative Centres. Speciality skills include masterplanning, interpretive signage, wayfinding, place-making and public art. Work includes large and small-scale interactive and multi-sensory experiences, multimedia solutions including gamification as an interpretative interactive tool, graphic design, and 3D mechanical sculptures.



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/>

