

NEWSLETTER - JULY 2021

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



It's been a tough time all-round,  
& for far too long...  
so think about letting your hair down,  
inviting your staff for a night out  
together & join the local community  
for a positive spin (on the dance floor)

TICKETS VIA MOSHTIX

# Sydney Road Brunswick's 1<sup>st</sup>

# Vintage Ball

## CHEERIO FROM ASSOCIATION MANAGER: CLAIRE PERRY

If attending the Ball or see her about, say goodbye to our Association Mgr, Claire Perry, who has dedicated 20 years in promoting our shopping strip, with a passion for keeping small business alive. She leaves for a quieter and less-stressful "tree change" in the country, and wishes everyone safe & more profitable times ahead.

Next meeting: 13th July 6pm, Venue TBC

WWW.SYDNEYROAD.COM.AU SYDNEYROADBRUNSWICK  #SYDNEYRDBRUNSWICK 

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## A NOTE FROM SRBA MANAGER: *Cheerio!*

Well there's no doubt that I have worked, lived, breathed, walked, run, protested, dreamed and worried endlessly over Sydney Road Brunswick, for the past 20 years at the Traders' Association! It's been quite an eventful & an amazing time, but it is time for me to make a tree-change to the country, (as so many others are,) but I won't be 'putting my feet up'!

I feel very privileged to have been able to work in such a diverse and exciting shopping strip, which bursts with authenticity and personality. If only I was a creative writer, it would be a book about the assorted and quirky characters, the broad and bold business operators and their offerings, the battles and obstacles we've had to endure and the odd events incorporating so many artists, film makers, poets and musicians. It certainly is a 'melting pot' of cultures and a blend of life as we know it in Melbourne, but thankfully 'Sydney Road' is well known for all it is and how it is. 'Real' is what I call it.

It's been a pleasure to work for the Association under many volunteer Committee members who, outside their own business operations, contributed just for the betterment of Sydney Road. Also to work along-side various Presidents, who gave support and reassurance when representing and rallying for the street/ businesses, which often seemed like an over-whelming task.

I wish every business owner in Sydney Road (& beyond) the best of luck in getting through these very unpredictable times, and hope that retail, businesses and general services continues to bring the Community together in a much needed social way, providing for families, providing jobs and adding stimulating experiences- as Sydney Road so often does.

~Claire Perry (manager)



## TRADER UPSKILLING SESSIONS-

With the State Govt. assistance providing a Grant for Business Chamber and Trader Group Programs, the 3 upskilling sessions held on Social media and Online Omni-channels and run by the ARA ( Australian Retailers Association) were extremely informative and motivating, but were unfortunately, poorly attended.

Those who did attend, received a lot of helpful information and tips to act on, with tailored suggestions and ideas for their own specific business.

## SHOP FEATURES

- Egglab in [Broadsheet](#)
- Terra Madre in [Broadsheet](#)
- Penny Black/ Penny's in [The Urban List](#) & [The Music](#)
- The Retreat in [Boss Hunting](#)



## "GOOGLE MY BUSINESS":

**VERY important for your business!**

Separate to your Google Business Profile (an un-customisable listing on Google that anyone can create) is your *Google My Business* listing (only your business can create this customisable listing).

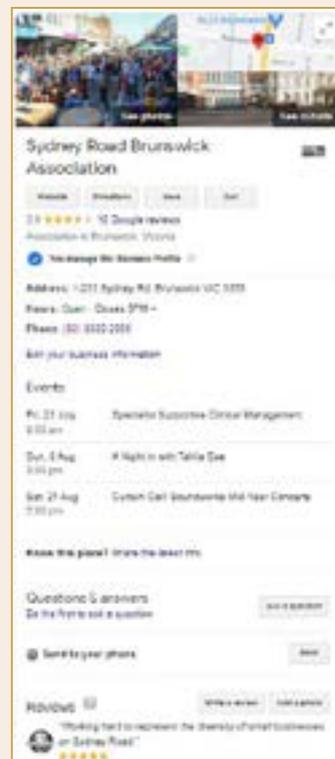
Google is the number 1 search engine, used by the vast majority of consumers, and *Google My Business* is their free tool for business owners to manage their online presence across the Google sites.

### Why is it important to have a GMB listing?

GMB has become an essential to your business's online presence, showcasing the essentials of your business... consumers **expect** you to have a GMB listing now and the benefits are huge:

- GMB immediately lists the important details about your business when a consumer searches for your specific business- one less click to get the info they need! (Consumers can be lazy so this is a huge win)
- Google's local business searches are pulled directly from GMB- so your business shows up in more general Google searches
- As your business is showing in more search results, this will aid your website's ranking (if you have one)
- GMB can be used alongside your social media channels in place of a website (which is great if you don't have the time, funds or know-how)
- GMB has the capacity to manage, showcase & respond to reviews consumers post about your business. The more positive reviews you have, the higher your rating. The higher your rating, the greater your trust. The greater your trust = more customers!
- GMB has analytics data so you can learn even more about your customers. The more you know, the more you can adapt to their needs.

**How?** Simple. Just follow the easy steps outlined through the *Google My Business* page: [google.com/business/](https://google.com/business/)



## MORELAND CITY COUNCIL COVID SAFE OFFICER

Following on from SRBA's COVID Safe Marshall's in 2020, **Rayna Berg** of MCC may be visiting your premises as a courtesy to check over your COVID safe compliancy. If you wish to get in touch with her for info relating to COVID Safe Plans etc: [rberg@moreland.vic.gov.au](mailto:rberg@moreland.vic.gov.au)

## TRADER TOOL PAGE: [sydneyroad.com.au/tradertools](http://sydneyroad.com.au/tradertools)

**TOOLS for Traders to learn from- check out the new page on our website... you might just learn something !**



Running a business can be a very 'staged' process- in simple terms- first you have the idea/ then the set up/ then the operations/ then the result. Keeping up changes in retail can be quite daunting & particularly over the next 12 months.

Below are some different 'tools' we have put together with the support of:

- Business VIC. STATE GOVT GRANT 2021
- Expert advice & information from the Australian Retailers Association (ARA)
- SRBA experience in Sydney Road Brunswick
- Moreland City Council demographics

## SHOP VACANCIES IN STREET

We've had many a comment, and more often lately, about an increase in vacancies in the street.

We'd just like to explain the situation to make it clearer.

As always, we have exported the DATA we maintain on Sydney Road Brunswick, which includes all properties:

- Located ON Sydney Rd: (Brunswick Rd - Moreland Rd)
- Barkly Square- from Sydney Rd back to carpark
- The Brunswick Market stalls & Forum Arcade (12)
- Shops at Sparta Place & behind in Tripovich Street
- Upstairs rooms in Hardwick building & other businesses upstairs
- Medical centres & rooms upstairs at 32 & 200

Some of the larger premises, (having been developed into units) may now have 3 retail/ commercial premises on ground level.

In the recent couple of years, when you analyse the properties- many can be disregarded as actual 'vacancies'- as they may not actually be available FOR LEASE.

These include...

- Many of the larger premises have been sold in the past 4-5 years, but are currently not able to start construction due to changes in Bank lending and \ financial difficulties, extended planning permits & alterations & more recently a high demand for builders.
- These developments by Council law, require 'Commercial' ground floor occupation, but where there

was initially one large premises (now untenable) has increased to 3-4 smaller premises- often remaining vacant due to higher rents (often to satisfy the bank lenders agreements with developers) & enormous overheads, eg: Body corporate fees.

- Properties owned but not being leased out - or not advertised as 'FOR LEASE'.
- Damaged by fire and not having been reconstructed or as in 568- vacant land, a change of plan or rejection of design/ occupation by Council.

The vacancies also move around the street. Currently the South block, both sides, has more vacancies due to a decrease in parking availability, clearway impacts on entry to Sydney Road, no safe pedestrian crossing and hence increased vandalism (especially over lock-down)... all contributing to make it look a downright mess.

The North end maybe 5 years ago had more vacancies, where demand for larger premises diminished for retail... often due to online purchases and less expensive rentals further out.

Therefore Sydney Road hasn't really escalated in 'vacancies' over the past few years, but remained fairly similar with approx. 65-75 properties actually FOR LEASE. What has altered is the 'turnover' of businesses. Quite a number of businesses closing, but thankfully, new businesses are still wanting to come & set up in Sydney Road Brunswick.

Vacancies & New Shops (2014 - 2020) (by financial year)

|                       | New Traders Throughout Year | Became Vacant Throughout Year | Vacancies (Year on Year at AGM Date) |
|-----------------------|-----------------------------|-------------------------------|--------------------------------------|
| 2014                  | 84                          | 45                            | 72                                   |
| 2015                  | 91                          | 42                            | 77                                   |
| 2016                  | 67                          | 30                            | 77                                   |
| 2017                  | 87                          | 36                            | 66                                   |
| 2018                  | 70                          | 53                            | 84                                   |
| 2019 (as of 15.07.19) | 33                          | 29                            | 83 (15.07.2019)                      |
| 2020                  | 57                          | 70                            | 75                                   |

Note: New properties & developments of shop fronts classed as new "empties" until filled - particularly of note for 2018/19.

Opened Businesses by Category

|                       | Retail | Business | Hospitality | Bridal | Total |
|-----------------------|--------|----------|-------------|--------|-------|
| 2014                  | 31     | 14       | 19          | 8      | 72    |
| 2015                  | 37     | 16       | 25          | 10     | 88    |
| 2016                  | 17     | 15       | 15          | 7      | 54    |
| 2017                  | 37     | 24       | 20          | 6      | 87    |
| 2018                  | 27     | 22       | 19          | 2      | 70    |
| 2019 (as of 15.07.19) | 13     | 6        | 14          | 0      | 33    |
| 2020                  | 22     | 12       | 22          | 1      | 57    |

**As of 28 October (when Victoria exited it's 112 day lockdown): 41 new shops have opened on SRB**



Snafu @337 (Dec 2020)



Tochi Deli @Bwick Mkt (Mar 2021)

## NEW BUSINESSES ON SYDNEY RD

### BILLY VAN CREAMY @146

Ice cream that is churned fresh daily, in-store, by hand, made using organic milk from Schulz Organic Dairy with fresh cream sourced from micro-producer, St David Dairy. Billy Van Creamy only use high quality, whole, seasonal ingredients – no brought in pastes or bases. Instead you'll find the team pitting fruit, washing fresh mint, grinding nuts and crafting their own jams and sauces (no artificial stabilisers, emulsifiers, colours or flavours! AND free-range egg yolks!). They also offer creamy vegan flavours that are churned with their own cashew & coconut milk blend – some (non-vegans) say they even trump the dairy flavours!

### BRUNSWICK ARTISTS' BAR/ BRUNSWICK BALLROOM @314-316

The space at 314-316 has quite a colourful history with its most recent past traders being the Spotted Mallard/ Welcome Swallow. Recently restored and renovated by Director Will Ewing and team, and launching in early 2021 as the Brunswick Artists' Bar downstairs and the elegant Brunswick Ballroom upstairs. The Brunswick Ballroom hosts a range of live events, from music to cabaret, to comedy and more (soon to host our Vintage Ball on the 22nd July!). And the Artists' bar downstairs, a comfy bar with country pub vibes. Pop down for dinner, drinks & a show most nights of the week!

### LADY JANE GREENHOUSE @457

Located in the heart of Sparta Place- the perfect space for a store with outdoor items to be purchased for indoor spaces. Jane stocks a variety of scenic outdoor/indoor eco terrariums and potted plants in all sizes, shapes and colours. You can also find a variety of stunning handmade macramé hangers for sale. Jane occasionally hosts Terrarium and Macrame workshops- sharing her extended plant and craft knowledge with people from all backgrounds and experience levels. If you're lucky, you might be able to meet and pat her 'security guard' French Bulldog Naimo!

### COLOUR KULTCHA @604

Nationally renowned hairdresser, Nicolle, is the aesthetic force behind Brunswick's hair studio "on the hill" in the Pinkest Precinct of Sydney Road Brunswick (neighbouring Pink Businesses is their fav coffee shop Lobbs Cafe + other newbies Millie Savage & Jade Nicole Beauty & Co.). An expert colour technician and stylist, Nicolle has attracted a devoted clientele over the last 20 years. They keep coming back as much for her fun, easy going personality as her technical expertise, recognized by the hairdressing industry as second to none. Experience simply beautiful hair combined with professional, personalised service by Colour Kultcha.

### MORTGAGE CIA @SUITE 3/ 829

Pranjal specialises in helping her clients with home & investment loans, business loans, business cash flow loans & overdrafts, equipment & asset finance, personal loans and car loans. She does the hardwork and research to find the right loan for you- at any stage of your loan journey! Find Pranjal in the same building as Choice Accounting at 829 Sydney Road Brunswick- in Suite 3. Open Monday-Friday 9am to 6pm and on Saturdays by appointment only.



## 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/>

