

SYDNEY E.1992
Brunswick ROAD
ASSOCIATION

WELCOME BACK TO **SYDNEY** E.1992
Brunswick ROAD 2021-2022

Shoppers Voucher **\$100**

For goods & services only at:

BUSINESS:
ADDRESS:
PHONE:

FOR SMALLER PURCHASES:

Date	Voucher balance	Initial
.....	\$.....
.....	\$.....
.....	\$.....
.....	\$.....
.....	\$.....

Thank you for supporting Sydney Road Brunswick businesses

VOUCHER MUST BE USED INSTORE BY 30th JUNE 2022

WELCOME BACK TO **SYDNEY** E.1992
Brunswick ROAD 2021-2022

Shoppers Voucher **\$50**

For goods & services only at:

BUSINESS:
ADDRESS:
PHONE:

FOR SMALLER PURCHASES:

Date	Voucher balance	Initial
.....	\$.....
.....	\$.....
.....	\$.....
.....	\$.....
.....	\$.....

Thank you for supporting Sydney Road Brunswick businesses

VOUCHER MUST BE USED INSTORE BY 30th JUNE 2022

BRINGING PEOPLE BACK TO THE STREET WHILST GIVING SOME \$\$ TO YOU

After lockdown, the SRBA will again be visiting businesses to purchase over 350 vouchers (either your own voucher, or one we have printed with your Business name & address, as above) to distribute to our locals & customers. Some professional services will receive a \$50 voucher to spend in the street, as their business is not as suitable for a person to redeem. Eg: Lawyers, dentists etc.

Each voucher we supply will also have a signature by the SRBA & the Business, to verify its validity. The vouchers will be either \$50 or \$100 & valid until JUNE 2022.

COVID-19 NEWS - updated weekly - sydneyroad.com.au/covid19/

A NOTE FROM SRBA MANAGER- Claire Perry

The Association will be welcoming Troy Stuchbree in early October as the new Manager for the SRBA. He comes with a diverse range of experience in marketing, communications, business support, event management and administrative skills, along with a strong understanding of the Sydney Road Brunswick strip and all it presents.

Some of you may have come across Troy, where he assisted us in late 2020, with our pop up events on the street, distributing hundreds of vouchers and shopping bags.

He is a great communicator and will be keen to make his way along the street, introducing himself, absorbing what he can, whilst noting the array of all the different businesses.

MORELAND CITY COUNCIL DECISION TO SELL OFF CARPARK AT WILKINSON ST:

(rear of La Manna & Post Office)

At the online Council meeting 8/9/21, the Councillors voted to sell the west section of the land at 2-12 Wilkinson St, for Affordable Housing in Moreland, which is currently used for 16 Business Permit parking bays and another 16 PAID parking bays for customers... all behind the busiest section of our shopping strip.

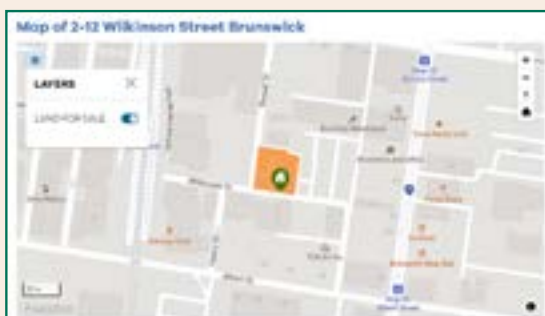
Despite the recognition and support for affordable housing being established, several submissions were received **against this particular site being used.**

A submission was sent from the SRBA outlining other impacts that should be taken into account in this area, (being the busiest section in Sydney Road) along with the need to support businesses and visitation of customers. However, the decision was unequivocally in favour of using this carpark area to establish affordable housing. The recommendations were made by Council officers who see no problem in now establishing Business permit parking to the East in Frith St carpark and where 'other parking exists'.

The usage of this section of the carpark, was initially based on figures during Lockdown, along with omitting any other impacts on parking in that area... (or noting that this parking area requires \$3.00 an hour), therefore competing with free 'time-restricted' parking in the area & along Sydney Road.

It was comforting to hear that several businesses from the effected area, sent a written submission and also spoke at a 'hearing', but unfortunately, achieving no change and no further consideration to choose another site available.

VIEW our submission to MCC, re: Proposal to sell carpark: sydneyroad.com.au/srba/keep-car-parks-sydney-road/



LINKEDIN: Have you considered this social media option for your marketing methods?!

LinkedIn is now the world's largest professional network... so if you are a professional services or health business, **we strongly advise you to consider** promoting your business on LinkedIn. Gone are the days that LinkedIn is just used to find a job! **It's a great place to network and advertise-** but you will need to engage in other's pages and regularly contribute to your own page to reap the benefits.

Use LinkedIn to:

- Build relationships and create opportunities with like-minded professionals (join an Industry Group!)
- Stay up to date with industry trends
- Source new leads/connections that could become new customers!

A benefit to using LinkedIn over using Instagram or Facebook, is that it is more focussed on long engaging posts, rather than short snapshots of your business. And the aim of those posts is to showcase your unique professional story.

Some items you could consider sharing there:

- Blog posts about your business's updates
- In depth How to articles, or Tips N Tricks
- Share your experience, skills, and education
- Updates about your staff, clients, partners, yourself
- Answer frequently asked questions
- Infographics, stats etc about your industry or business



It is a more serious platform than others, **so ensure you put your professional hat on when posting there**, and we highly recommend posting from a company page rather than your personal page (much like one would do on Facebook).

So far SRBA have not used LinkedIn, but going forward, we are considering the platform as a space to advertise the street overall and the over arching reasons customers should visit Sydney Road Brunswick.

For more detail about how to get started on LinkedIn, we've found this handy Hootsuite blog post: blog.hootsuite.com/linkedin-for-business/

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

- Penny's (previously the Penny Black) in [Concrete Playground](#) and [Broadsheet](#)
- Clothing the Gaps in [Brunswick Voice](#)
- Franco Cozzo in [Broadsheet](#) and [Broadsheet](#) (again)
- Centrestage Costumes in [Brunswick Voice](#)
- Beatbox Kitchen in [Broadsheet](#)
- A1 Bakery in [SBS](#)



AGM: (Annual General Meeting) SRBA Date TBC Oct/Nov

The Corporate Affairs in Victoria, requires all Associations to hold an Annual General Meeting. This is to present to all Members: (below is from the Model Rules)

- (4) The ordinary business of the Annual General Meeting shall be:
- a) to confirm the minutes of the last preceding Annual General Meeting and of any general meeting held since that meeting;
 - b) to receive from the Committee reports on the transactions of the Association during the last preceding financial year;
 - c) to elect the members of the committee of management; and
- (5) The Annual General Meeting may transact special business of which notice is given in accordance with these Rules.
- (6) The Annual General Meeting shall be in addition to any other general meeting that may be held in the same year.
- (7) In addition, the minutes of each annual general meeting must include:
- (a) the names of the members attending the meeting; and
 - (b) the financial statements submitted to the members in accordance with Part 6
 - (c) the certificate signed by two committee members certifying that the financial statements give a true and fair view of the financial position and performance of the Association; and
 - (d) any audited accounts and auditor's report or report of a review accompanying the financial statements that are required under the Act.

The AGM, (if able to be held face to face at a venue in Sydney Road), is an ideal opportunity to view what projects and promotions the Association has been working on over the past 12mths, and also meet with other traders in the street. Should we need to have an online ZOOM meeting, all 'official' members will be invited and all businesses and property owners within the Special Levy boundaries, will be invited to attend.

BRUNSWICK VOICE: Mark Phillips

Brunswick Voice is a new online publication launched several months ago to fill the void left by the closure of the suburb's local newspapers. The editor is keen to highlight interesting and new businesses along Sydney Road and is open to news tips at brunswickvoice@ozemail.com.au

SRBA President Mary Gurry was recently profiled. You can read it here: brunswickvoice.com.au/traders-president-sees-better-times-ahead-for-shopping-strip/ In the article, she talks about what makes Sydney Road special, her hopes for the shopping strip, and how it has weathered the pandemic.

TRADER TOOL PAGE: sydneyroad.com.au/tradertools

TOOLS for Traders to learn from- regularly updated.

Have you checked it out yet? Veronica has been keeping an eye on what the Govt are offering in terms of grants and support, and updating in particular the COVID and UPSKILLING pages weekly.

BUSINESS & HEALTH SERVICES GUIDE 2021

We recently updated our business services guide- a handy brochure listing all our business, professional and health traders. Downloadable from our homepage and to be distributed to relevant businesses post lockdown.

"FACES BEHIND THE SCENE":

Photography Exhibition and Competition

Planned for late October-November
Albion St to Moreland Rd

This is the return of a very popular exhibition from 2019. Currently we have over 20 photographers wanting to photograph a trader, represent their trade or profession, and write a short 'blurb' about them. These will be displayed on the shop/business window for 3-4 weeks, which gives a more 'personal' experience to our community and an insight into our Traders.



If you have a business in that area - and open to participate in this great exhibition, (when safe to open), please let us know. Email: info@sydneyroad.com.au

FESTIVE WINDOWS: Aiming for late Nov - Dec

It's been one tragic year and quite unbelievable we're heading and planning for Christmas again. But we hope to have the return of our very popular "Festive Windows" where artists paint colourful festive designs & scenes on shop windows.

We had hoped to hold a rather crazy quirky Halloween windows in October, but that will have to wait till 2022.



THE SYDNEY ROAD VINTAGE BALL:

Now CANCELLED (was rescheduled for 7th October)

We await announcements this Sunday (19th Sept) on the Roadmap out of Lockdown, but fear that venues will still be limited in numbers and on the dancefloor. This has led the Committee to cancel this event for 2021. Initiated as an incentive to hunt down fabulous outfits and accessories from our many vintage & secondhand stores along Sydney Road and 'have a ball' at the new Brunswick Ballroom, unfortunately will have to wait till 2022. Regretfully, with these unpredictable times, we cannot see venues being back in full swing any time soon. Ticket holders will receive a full refund.

STREET PARTY 2022: NOT happening

Yet another blow to traders in the street. The Moreland Council Arts & Culture unit have informed the SRBA, that the Street Party will not be going ahead next year, although the Brunswick Music Festival (BMF) will still occur, from 4th -14th MARCH 2022. Very disappointing news as it's something the Community and businesses would have really embraced and desperately needed.

Having to start the planning now, perhaps it was still too risky, with so many Festivals sadly having to be cancelled in 2021.

NEW BUSINESSES (past 12 months)

BITE 2 EAT @154

Turkish cuisine it is. Remember those nights of Kebab seeking ? ...hunting down a feast in the early hours of the morning after a night out... well when we could! Limited right now to 4-8pm, but thankfully the new 'Bite 2 Eat' satisfiers are offering Doordash- so it's still possible to quench your appetite for your take-away kebabs and falafels... before 8pm. We all miss that aspect of Sydney Road Brunswick- but hopefully to return soon... with a new late night food indulgence operation at the local kitchen... Bite 2 Eat.

IMOGEN PULLAR ARCHITECTURE @459

With a history of designing different spaces and places, Imogen has set up her own architectural practice in Brunswick, upstairs at the Hardwick building. Quality and sustainability, with a sense of comfort are amongst her creative elements and considerations in her work. Some examples viewed are striking angular lines and diagonals, with an outstanding use of natural wood panels. Imogen has previously worked on areas of renovation in houses, shop interiors (which could be convenient for Sydney Road stores) and has had a wide experience in architectural design projects. Welcome to the Brunswick area.

LUTHER'S SCOOPS @528A

Where did that name 'Luther' come from ? It certainly isn't the founder of the inspiration for the shop- who is ex Pastry Chef, Christian Williams. It seems that all the natural, seasonal fruits and mixed flavour idea has come from a famous gentleman called Luther Burbank- who experimented with local and seasonal product... therefore bringing us many varieties in, such as pears. So Christian has activated a similar concept with whipping up some amazing icecream flavours- currently using winter & autumn fruits, swirled with a touch of sour cream, or coconut and even tea! Truly incredible and well worth a sprint around the corner near Blyth St, to drool whist in the queue awaiting that moment!

BAR TEXACO @644

Sounds very Texas-like. Exactly. This is a very welcomed addition to our already diverse cuisines in SRd. Amazing Texas-style smoked and BBQ'd meats- be it beef brisket, pork belly or chicken (with some vegetarian options on menu) in delicious tacos (gluten-free) or burgers, drizzled with hot sauces or mayo or Chipotle... whatever you choose. Not exactly the correct expression right now... but a crunchy bite-sized extravaganza... "to die for"!

A very well-run business model under the direction from Kevin who has created a real winner.

AMANAH ISLAMIC FINANCE @765

This premises has had quite a transition with a complete renovation and make-over. It now has a rather attractive frontage and interior, which would help the customer feel comfortable and at home.

The business side of this finance company, is based on Islamic principles and offers home finance by way of using Islamic Banks in the Middle East, Pakistan, Malaysia and South Africa.

Adding further to the Islamic Community in the north part of Sydney Road, this establishment portrays professionalism and attention.

MILLIE SAVAGE @608

Words to describe Millie Savage, a quirky contemporary jeweller "on the hill": sparkly, bold, beautiful, mermaidly, glittery, fun and certainly unique. Each piece is made from high-quality materials that are ethically-sourced and handcrafted by Millie herself. No two pieces are exactly the same, so you can rest assured you'll be an individual in their beautiful pieces.

The shop sits on the corner of Stewart St and Sydney Rd, unmissable with it's bright baby pink exterior and very Instagrammable mural on the side.

