

SYDNEY EST. 1992
Brunswick ROAD
ASSOCIATION

**SIP, SAVOUR & SHOP ON
SYDNEY ROAD BRUNSWICK**

◆ SUPPORT LOCAL THIS FESTIVE SEASON ◆



DON'T MISS OUT ON THE FUN!
Special Saturdays with mystery voucher giveaways & festive windows by talented artists!

- 20 NOV** MYSTERY VOUCHERS
Between Victoria St & Albion Rd
- 27 NOV** MYSTERY VOUCHERS & FESTIVE ARTS
Between Albion St & Moreland Rd
- 4 DEC** MYSTERY VOUCHERS & FESTIVE ARTS
Between Glenlyon Rd & Victoria St
- 11 DEC** MYSTERY VOUCHERS
Between Brunswick Rd & Glenlyon Rd

SYDNEY EST. 1850
Brunswick ROAD

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**WELCOME
BACK!**

**Hopefully for
GOOD!**

**CELEBRATING THE FESTIVE SEASON AND RETURN OF THE VIBRANT
SHOPPING STRIP, SYDNEY ROAD BRUNSWICK!**

Have you seen, have you heard?! With the recent announcements made by Premier Daniel Andrews, we're excited that Sydney Road Brunswick can now return to its vibrant and bustling self – in time for the festive season and associated spends from customers over the holiday period.

To encourage customers to support local and bring back foot traffic, we will be running a number of Special Saturdays in late November to early December – which will include the return of the successful Mystery Vouchers from late 2020, much loved Festive Art on Windows, and roaming performers to create a sense of activity and fun.

Over the coming weeks, you will see advertising start to pop-up along the strip!

AGM (Annual General Meeting) 23rd November 6pm, via ZOOM

WWW.SYDNEYROAD.COM.AU SYDNEYROADBRUNSWICK  #SYDNEYRDBRUNSWICK 

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A NOTE FROM the new SRBA MANAGER

Firstly, I'd like to thank Claire for building up such a wonderfully developed Association, which she has guided for over 20 years. She leaves behind a solid foundation which I look forward to continuing with.

I'm excited to take on the role of Manager and continue all of the great work within Sydney Road Brunswick – representing each of you on the matters of most value and ensuring that our vibrant shopping strip continues to thrive. A priority I'm sure all of you share as we look to 2022 and welcome the eased restrictions, and return of trading.

Having worked on a number of smaller projects previously with SRBA, I look forward to immersing myself further into the fantastic culture and offering of Sydney Rd Brunswick – and most importantly becoming better acquainted with everyone over the coming months.

I look forward to meeting all of you on the street, in your shops and of course welcome drop ins at our new address, 454 Sydney Rd when we get settled over the coming month.



SYDNEY ROAD RE-OPENING! Finally, some relief!

How exciting, Sydney Road Brunswick can now reopen and look ahead into the busy festive season, after an appalling and extremely challenging 2021.

We've put our thinking caps on and are organising some initiatives to get people back to our street and supporting our businesses. Read about them in the far right column!

OUTDOOR TRADING OPPORTUNITIES:

Moreland City Council

SRBA have been querying Moreland City Council regarding outdoor trading opportunities and been informed that they are currently working through their processes for this, and are looking to finalise footpath trading solutions by the 3rd week in November for roll-out across Moreland.

COVIDSAFE PRACTICES: Are you ready to re-open COVID safely and in-line with State Govt regulations?

Rayna Berg from Moreland City Council is in the process of distributing COVID information kits to all the businesses in Moreland (including Sydney Rd B'wick).

These kits should help you find out EXACTLY what is required of you by State Govt- EG: The amount of people allowed in your shop per square metre, where you should display your compulsory QR code etc.

Once you've received your pack and/or if you have any questions, we encourage you to contact her directly to get clarity.

Rayna Berg – COVIDSafe Business Officer.
Ph: 9240 1110 or E: rberg@moreland.vic.gov.au



PINTEREST: Do you PIN?

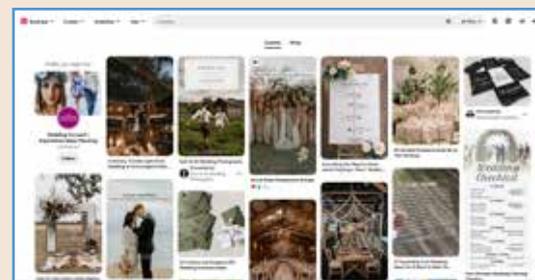
Pinterest is an image based discovery engine/ social media platform designed to enable you to save, or “pin” images to “pinboards”. Images are linked to webpages- be it an info page, blog, or a shop! Traditionally used for users to pin certain ideas together to create moodboards, but **have you considered using this platform to market your business?**



Pinning for your business can:

- **Increase brand and product &/or services awareness- which could lead to more customers**
- **Increase traffic to your online shop, and perhaps sales**
- **It is FREE to promote and market your business there**
- **You COULD have people re-pinning your images, which leads to more spread of your product/ service which could lead to more sales!**

Given our bridal stores rely so heavily on selling a style, and a “look”, this may be the perfect free marketing tool for you!



WOULD YOU LIKE SOCIAL MEDIA ASSISTANCE OR GUIDANCE? One-on-one

Following on from the upskilling workshops we ran earlier in the year that a lot of traders' sadly could not attend, we have sourced a wonderful contractor Emma, who's role it will be to work directly with businesses in need of social media assistance. Emma will be able to help you either start up an online presence, or advise on how to further expand upon your existing social media- no matter what platform you're focused on (Facebook, LinkedIn, Instagram, Twitter). She will also be able to advise on the best platform for your unique, individual business.



If you're interested in receiving assistance with your social media, email us at info@sydneyroad.com.au.

We expect that this project will start rolling out from late January 2022. This is a great opportunity & we hope that you'll take it up on a time & day that works for you!

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

- Tochi Deli in [Broadsheet](#) & [Goodfood](#)
- Tia Con in [Mamma Knows North](#)
- Brunswick Ballroom in [The Age](#)
- Centrestage Costumes in [Time Out](#)

ANNUAL GENERAL MEETING (AGM): Tuesday 23rd

November via Zoom - we hope to see you there!

The SRBA AGM has been confirmed as taking place on Tuesday 23 November at 6pm, via Zoom (due to density caps and gathering restrictions).

The AGM is the perfect opportunity to see and hear about the SRBA's past twelve months' worth of activity, as well as ask any questions that you may have.

You will receive further detailed information regarding the AGM via letter drop, along with a Member Form and Nomination Form, should you wish to become an official Member of the Association or apply to join the Committee.

NOTICE OF PLANNED GAS MAINS UPGRADES

Gas Mains upgrade works are currently taking place on Sydney Road Brunswick, between Blyth St and Glenlyon Rd. Affected businesses should have received a notice from Australian Gas Networks. We have followed up with the contractor to get further information, with the following to note:

- The duration timeframes are correct as being 17/10/2021 to 4/11/2022
- Contractors are starting at Blyth St and working their way down toward Glenlyon Rd
- Works are scheduled to take place during the night, meaning that if supply interruptions were to take place, it would be during the night (7pm to 5am), Sunday to Thursday
- Any road closures that are as a result of the planned works will take place during their operation times only (7pm to 5am)
- No parking will be impacted during daytime hours
- The works involved will be conducted on the road itself, not the footpaths

For more information, contact Aidan Brauman of Comdain Infrastructure, on 0476 590 337.

WE'RE MOVING! See you at 454 Sydney Rd Brunswick

After searching for our perfect spot along Sydney Road Brunswick, we've finally found our new home at 454!

We're excited to be on the street and welcome the opportunity for you to drop by for assistance, to say hello, or to keep up to date with all things SRBA.

These images are mockups of the signage we plan to install in the next few weeks.



It'll take a bit of time to get set up but we'll be working behind the scenes till we're able to open the doors!

STAY TUNED!

FESTIVE ART ON WINDOWS 2021

Leading into the festive season and with all things retail, food and fun opening up to COVIDSafe capacities, we're again organising the annual Festive Art on Windows. This year, the project will be focused on the Brunswick and Moreland precincts of Sydney Road, with artists assigned a shopfront window to paint their approved piece.

This will take place over 2 days:

- Saturday 27th Nov (Moreland)
- Saturday 4th Dec (Brunswick)

If your business is in the Brunswick Precinct (Glenlyon Rd to Victoria St) or Moreland Precinct (Albion St to Moreland Rd), and you'd like to be included, **email us ASAP: info@sydneyroad.com.au.**



2020: 121 FOR HAIR

MYSTERY VOUCHERS

Following the success of last years' Mystery Voucher Program, attracting and encouraging spending along Sydney Road Brunswick – SRBA will again be approaching businesses to purchase over 350 vouchers to distribute on 4 Special Saturdays, being:

- Saturday, 20 November
- Saturday, 27 November (with festive art)
- Saturday, 4 December (with festive art)
- Saturday, 11 December

Following months of lockdown, this program is a great way to attract customers & encourage spending along S Rd.

Some professional services will receive a \$50 voucher to spend in the street, as their business is not suitable for a person to redeem (for example, lawyers and dentists).

Each voucher will have a signature from the business it was purchased, along with an SRBA signature to confirm its validity. Vouchers will be either \$100 or \$50 value and will expire at the end of June 2022.

2022 WEDDING AND BRIDE EXPO

SRBA will again have a stall at the 2022 Melb Wedding & Bride Expo, to be held Sunday Jan 16 at Melb Showgrounds.

With the hopeful continual easing of restrictions, the expo will be one of the first within the wedding industry to take place in the new year – so it should be well attended by many to-be happy couples!

To prepare, we've been working on updating the Bridal brochure and will print ample quantities for our presence there, as well as for distribution to the street.

SRBA is also placing a full page colour advert in the Melb Wedding & Bride Magazine, in time for the expo, to promote all of Sydney Road Brunswick's bridal precinct.



Pictured: Our stall from last time we were able to attend in 2019.

NEW BUSINESSES (past 12 months)

EVERYDAY AT 169

You may have spotted their mirrored A-Frame, with the friendly message “today is a good day” stamped across its centre. We know that everyday is a good day when you have your hair treated by their friendly team! With the simple philosophy of loving “creating hair for real people”, coupled with a determination to have authentic connections with their clients- your hair, your mind and your body will feel at ease. Have a transformative experience in their sleekly styled modern salon, today, tomorrow, everyday.

DESIGN BY WOLF AT 459

You'll find a pack of collaborative creative thinkers here, hidden away upstairs in the Hardwick Building. Their brand, print and digital work is based on a strong foundation of meticulous research and strategy-led design. It's kind of their thing, so too is extensive digital knowledge. The team understand the ever-evolving communication landscape, and how to use it to connect with people, minds and hearts. Amanda and Richard run the show from the office at 459, but join forces with the best in the industry to reach the right outcome for your project. If you're looking for beautiful, fresh design work, these wolves may be the ones to design it for you!

SNAFU AT 337-341

Treat yourself to some bling at Snafu Design- perhaps our sparkliest jewellery store on Sydney Road Brunswick. Run by craft-loving sisters Yomi & Lhasa, the team have set up at 337 and have filled the place with their handmade blingy jewellery and a range of gift items from other local makers. The meaning of SNAFU is a confused or chaotic mess- but you'll find this space is quite the opposite. Yomi & Lhasa have set up their wares in a spacious pleasing way- making shopping and browsing a wonderful experience.

JADE NICOLE BEAUTY AT 610

Located in the Pink Precinct (right next to Millie Savage and across from Lobbs), with a bright neon sign, is Jade Nicole's beauty studio. From here Jade assists her clients with hair extensions, make-up, hair styling, lash extensions, brow and body waxing, teeth whitening (coming soon), as well as plenty more to be announced.

CLOTHING THE GAPS AT 744

Thriving in the Moreland precinct of Sydney Road Brunswick at 744, Clothing the Gaps is a Victorian Aboriginal owned and led social enterprise. Established as a fresh and dynamic fashion label managed by health professionals who celebrate Aboriginal people and culture, Clothing The Gaps produce merch with a meaning and encourage everyone to wear their values on their tee.

DESI CUISINE AT 850

A Pakistani Indian restaurant with wonderfully delicious and authentic dishes, Desi Cuisine at 850 serves up only the best and continue to add dishes to their menu that you wouldn't find outside of Brunswick. They offer a world of flavours and spices, which come together to create a dining experience that will transport you to another world.

