

SYDNEY *E.1992*
Brunswick ROAD
ASSOCIATION



SPECIAL SATURDAYS AND FESTIVE ACTIVATIONS

Over the past four Saturday's we've been popping up in the four precincts on Sydney Road Brunswick, spreading the holiday cheer with mystery voucher giveaways, roaming performances, kids Christmas craft activities, and the famed Festive Art on Windows.

As part of these Saturday's, Sydney Road Brunswick hosted over 40 local artists who took their talents to more than 50 shopfront windows, creating a festive installation for the holiday period; over 200 vouchers were purchased and handed out randomly to visitors to the strip; and roaming artists spread joy to the community.

We thank all participating businesses for their involvement in this year's Special Saturdays.

SEASONS GREETINGS FROM THE SRBA

A NOTE FROM SRBA MANAGER: Troy Stuchbree

It's wonderful to see Sydney Road Brunswick begin its bounce back from the restrictions of 2021, with our businesses finally able to open their doors and welcome customers back to enjoy the instore experience.

As the remainder of the holiday period rolls out, we look forward to seeing continued strength in visitation and holiday spend.

From the team at SRBA and our Committee of Management, we wish you a prosperous festive period and many happy returns into the new year.

Our office will be closed from Saturday 25 December to Monday 3 January 2022, inclusive. Should you need to reach out, please send through an email or leave a voicemail, and we will respond at our earliest, on our return.



WELCOME TO THE 2021-2022 COMMITTEE OF MANAGEMENT!

At the Annual General Meeting, held on Tuesday 23 November via Zoom, SRBA's Committee nominations were read out and accepted by the Association.

It's our pleasure to welcome the following:

President: Mary Gurry (Centrestage Costumes @788)

Vice President: Monica Dionisio (Property Owner)

Treasurer: Julie Tripicchio (Vintage on Blyth @528)

Secretary: Tony Gargaro (Property Owner)

Renae Maxwell (Record Paradise @159), Onur Kurt (OK Pop-Up @633), Jane Le (Lady Jane Greenhouse @Sparta Pl), Olivia Sutton (Harper & Blohm @365), Anthony Simpson (The Source Bulk Foods @112), Vicki Jacgung (Barnes @459) & William Ewing (The Brunswick Ballroom @314-316).

Collectively, the Committee are excited for their period ahead and recognise the importance of ensuring the economic sustainability of Sydney Road Brunswick.

BUSINESS FEATURES:

- Luther's Scoops in [Broadsheet](#)
- Retreat Hotel in [Broadsheet](#)
- Harper & Blohm in [The Market Herald](#)
- Brunswick Ballroom/ Artists' Bar in [Broadsheet](#)
- Brunswick Ballroom in [Brisbane Times](#)
- Bombay Rock in [Beat](#)
- That Paper Joint in [Timeout](#)
- Rascal in [GoodFood](#)
- Penny's & Tochi Deli in [Broadsheet](#)
- Very Good Falafel & A1 Bakery in [The City Lane](#)
- Easy Supermarket in [The City Lane](#)
- A Shoppers Guide to Sydney Road in [Timeout](#)
- Gomi Ramen Shop in [Concrete Playground](#)



COMPETITIONS: On your Social Media Channels...

At some point you've probably stumbled across someone you follow running a social media competition and maybe you've wondered what the benefits are- given you're essentially giving away free product to a stranger... WELL. Let me tell you there are **MANY benefits!**



If done well, social media competitions are a great way to:

- Build your community & possibly add new followers
- Build awareness about a product or your store
- Increase subscribers, sales & engagement

HOW though? Here's some tips to get you started...

1. Set a goal- depending on what your goal is will determine what kind of competition you run.
2. From here you can select the comp type- EG, if you want to grow your follow list, you may request a follow in order for their entry to qualify!
3. Choose your giveaway items. Remember- your prize must be something relevant to your followers, otherwise you won't attract entries or gain followers.

Tips:

- * Be sure to advertise your social media on the platform your target market uses.
- * DEFINITELY include Ts & Cs- this will cover you against problems that may crop up!
- * If the contest went well, perhaps consider doing them semi-regularly
- * Keep the ball rolling with follow up social media posts
- * If the competition didn't work- see if you can find out why not, and try it again with a different giveaway or on a different platform.

You may have noticed we ran a competition in the lead up to Christmas, where our followers could win a hamper of Sydney Road Brunswick goodies!

This post had an engagement rate of 19.61% (this is HUGE), received 4221 impressions, had a reach of 3402, with 210 likes & a whopping 457 comments, on Instagram alone (we ran it on Facebook aswell). And this was all organic reach.



GOOGLE ADS

We've been continually adding to our Google Ads campaigns to advertise all categories of business on Sydney Road Brunswick, and the street as a place to visit by day or night in general. All campaigns have pivoted the past year in accordance with lockdown restrictions and regulations.

Most recently we've been working hard on new campaigns to promote our business & health services and bridal, and events that draw people to the street in general!

SOCIAL MEDIA ASSISTANCE/ GUIDANCE:

We have an exciting opportunity for you...

Take up, build up or build on your social media and online presence in the new year!

We have arranged for a social media and online specialist to work with businesses, one on one, to assist or guide you on your social media journey. After the lockdowns and increase in online activity and purchases as a result, **now it is CRUCIAL you get your business online and up your online marketing.** This is the perfect opportunity for you to learn or upskill, at no additional cost to you.

If you'd like to have the assistance of Emma for your social media and online presence, then please email us at info@sydneyroad.com.au.

We're looking to kick off this program in February 2022.



2022 BRIDAL GUIDE

We've just finished working on the 2022 Bridal Guide!

We're excited for this guide to be handed out at the 2022 Melbourne Wedding and Bride Expo as well as have it as a go to guide for our bridal precinct.

While you're waiting to see the printed version, why not check out the [digital version](#) online.



MYSTERY VOUCHER GIVEAWAYS

Over four Saturdays, the team at SRBA handed out over 200 vouchers to the public of Sydney Road Brunswick – in a mystery voucher lucky dip which activated in the four precincts! We thank all the businesses that were involved in this year's program. Everyone was overwhelmed by the generosity and couldn't wait to redeem them.

Additionally, we are currently handing out vouchers to the professional service providers on Sydney Road Brunswick, whom weren't able to be part of the initial Special Saturdays.

THERE'S EVERY REASON TO SPEND THE HOLIDAY SEASON ON SYDNEY ROAD BRUNSWICK

Recently we reached out to Sydney Road Brunswick's food, entertainment and hospitality businesses to create a holiday season offering overview, highlighting some of the unique and exciting experiences to be had on Sydney Road Brunswick.

Not only was this then included as a Festive Season article on the SRBA website, but it was also sent out to TimeOut Melbourne, Concrete Playground, The Urban List and Broadsheet for potential inclusion in their holiday season content.

Thank you to all the businesses that contributed! To see the article, [view it here](#).

FESTIVE ART ON WINDOWS

An annual favourite of the Sydney Road Brunswick calendar, we are truly grateful to have been able to host over 40 artists and showcase their talent on more than 50 shops for this year's Festive Art on Windows program.

What an absolute cracker this year's Festive Art on Windows was! Briefed with the 'festive spirit', our artists transformed shop windows into an enchanting collection of artistic interpretations.

This year the artists painted shopfront windows in the Moreland Precinct (Albion St to Moreland Rd) & Brunswick Precinct (Glenlyon Rd to Victoria St). If you haven't had a chance to meander along the precincts for a look, we highly suggest you do before their removal in Jan 2022.



UPCOMING EVENTS

MELBOURNE WEDDING AND BRIDE EXPO

We're excited to be participating in the 2022 Melbourne Wedding and Bride Expo, taking place on Sunday 16th January at Melbourne Showgrounds.

The organisers of the Expo expect more than 2,500 attendees over the day.

We will have a booth at the Expo, where we look forward to showcasing our diverse bridal precinct and handing out our newly completed 2022 Bridal Guide!

If you'd like to provide a special offer to attendees, or provide items to lend for the display, please email info@sydneyroad.com.au.

Event date & time: Sunday 16th January 2022: 9am – 4pm

NEW BUSINESSES (past 12 months)

OLD SHANGHAI REFINED DUMPLINGS IN BARKLY SQUARE

A gem at the back of Barkly Square selling traditional authentic Shanghai dumplings and Chinese cuisine. Set in a roomy space with high ceilings and plenty of space between tables, so you can enjoy your meal without bumping into other customers! Plenty of dish options aside their famous xiao long bao- with offerings such as (but not limited to!) peking duck, black pepper beef, fried prawns & string beans. With super convenient and ample parking given their location right next to the Barkly Square carpark.

CLEAR SKINCARE CLINICS IN BARKLY SQUARE

A doctor developed skin clinic nestled between Kmart and Urban Man in Barkly Square. This clinic is a part of a family of over 80 clinics- so you can be safe in the knowledge they know what they're doing and have perfected their treatments! Their team comprises of nurses, highly trained doctors, therapists and skincare developers- all skilled in helping you look and feel great in your own skin. You can walk in and walk out with some amazing skincare or stay for a detailed consult and tailored plan specifically for you! Visit for help with acne, excess hair, injectables, laser and more.

GLORIA AT 391

A bright and cheerful pink café, with a homely and inclusive vibe- celebrating community, equality, and sustainability. Meals are made daily with fresh seasonal produce, so there is always something new to sample! From baked goods to soulful homely meals, Gloria's healthy & vegan friendly choices will fuel heart, body, and soul. Robson and Fu warmly welcome all to enter and spend some time at their comfortable table settings for sweet or savoury foods. Now renting out their upstairs space for pop ups, workshops, talks, markets and more.

ENDEAVOURS GIFTS & ACCESSORIES AT 554

Our largest tobacconist on Sydney Road Brunswick, endeavouring to satisfy all your smoking needs! This store stocks shisha smoking devices, flavoured papers, lighters, and other smoking accessories. Basha also has in store some select gift items! We have previously seen framed artworks, children's toy trucks, gold decorated vases, hot plates, chess sets, blue-tooth speakers, polaroid cameras and bejewelled handbags in here. Basha also hosts an ATM in the shop!

SWIRL'D AT 627

Delicious plant-based (and thus vegan!) frozen yoghurt with an amazing assortment of toppings (over 30 options we believe!), all coming from a trendy bright space in our Anstey precinct. You can also snaffle up some tasty waffles, donuts, milkshakes, baklava and lets not forget the COFFEE! Sit in and enjoy the ambience, or take your healthy treat with you.

TERRA MADRE AT 775

Melbourne's largest Organic Health Food Supermarket jam-packed with an affordable, high-quality range of certified organic fresh produce, pantry staples and deli items. They also have a huge bulk food section for all of you environmentally conscious zero-waste shoppers. Liquid bulk coming soon!

By popular demand they also have a newly opened naturopathic dispensary for all your supplement, herbal tincture, and tea blend needs.

Just ask one of their friendly in store Naturopaths to assist. Look out for the big orange building (and their logo) - you can't miss it!

