

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



### MELBOURNE WEDDING & BRIDE EXPO

A huge thank you to all participating businesses that assisted in the overall showcase of Sydney Road Brunswick's Bridal Precinct at the 2022 Wedding and Bride Expo, held at Melbourne Showgrounds on 16 January. SRBA hosted a stall displaying a select range of items kindly lent to us, as shown above.

Over 1,500 people attended the expo, from which SRBA was able to meet and promote our precinct - distributing 340 bridal guides, 300 Brunswick Bride flyers and gaining a bridal database of 200 people.

**Next meeting: 8th February 6pm, via Zoom**

## A NOTE FROM COM MEMBER: Anthony Simpson

Hello! I'm Anthony and along with my wife and 2 sons we took over running the well-established Source Bulk Foods store at 112 Sydney Road (near Barkly Sq) late 2021.

Having two boys under six during two years of lockdowns really enforced to us as parents the vitally important role good food & nutrition play in keeping us active, fit & healthy.

The Source provided these top-quality products... and the guilty rewards we sought (mmm chocolate!). The store itself remains locally owned, supporting our family and those of our 7 store team members. The balance between The Source franchisee operations team assistance at a national level and The Sydney Road Brunswick Association giving support at a local community level is perfect.

It is an exciting time to be on Sydney Road and in inner city Brunswick as we navigate our way out of 2021 and into the future. Our belief has always been there is no better way to help create the community you want to be a part of than to be involved in it. So when the opportunity to be part of the committee for the SRBA arose, I was so pleased to be able to apply and join in the wonderful work being done.

Sydney Road Brunswick and the greater Brunswick community has a lot to offer residents and visitors alike.

It is a dynamic ever changing landscape with the colour, the aroma, the personalities, the variety – the excitement all of which is unique to Sydney Road Brunswick! I look forward to getting to know more of you and hope to see you around or drop in to The Source and say hi.



## SOCIAL MEDIA PLANNING

Now we've talked previously about scheduling tools- how they save you time, grief and ensure you get a break occasionally (look back to our September 2020 issue on our website for a refresher, and for some examples of scheduling tools!)



But we wanted to stress the importance and benefits to planning in advance (rather than the fly-by-the-seat-of-your-pants approach!)

Planning ahead benefits:

- Helps you maintain a consistent voice, style and publishing time- this maximises your engagement and creates loyalty with customers, knowing ahead of time when you'll be posting.
- Aids mapping out time-sensitive content ahead of time- such as events, holidays, launches, contests etc
- Reduces stress & gives you some down-time (as you're not scrabbling last minute for content and can have some free time to work on other things/ take a break!)
- Allows you to slip in real-time 'on-the-fly' content!

## BUSINESS FEATURES

- Gomi Ramen in [Concrete Playground](#), [Concrete Playground](#) and [Good Food](#)
- Tochi Deli in [Broadsheet](#)
- Mamma's Boy Trattoria in [The Urban List](#)
- Goodbyes & Mutual Muse in [Fashion Journal](#)
- Luther's Scoops in [Broadsheet](#)
- Terra Madre & Icecream Social in [Broadsheet](#)
- Clothing The Gaps [9News](#), [Broadsheet](#) & [Broadsheet](#)

## STREET CLEAN-UP

We're very excited to inform you that Moreland City Council, by way of an Outdoor Activation Fund via State Govt, will be working to clean-up ground floor graffiti affected businesses, between Brunswick Rd and Albion St.

We are working with Council to assist in getting businesses approval to clean-up affected shops. Currently the list of properties within the area affected sits at 76 and should start seeing improvement in the next few months.

## GRAFFITI & STREET SURVEILLANCE

There's no hiding the issues around graffiti on Sydney Road Brunswick, especially how it's fared throughout the pandemic with minimised activity in the area.

We are committed to doing whatever we can to tackle this ongoing issue, and are currently looking into solutions.

If you see graffiti taking place, no matter how big or small, we encourage you to report it. The more instances that are reported and logged, the better the chance of apprehending offenders.

## BUSINESS & CUSTOMER SURVEYS

SRBA are currently developing the 2022 Business and Customer Surveys, to update our data and continue to inform our initiatives and outcomes.

When you receive the Business Survey, we ask that you take the time to respond, so that we can get the most informed outcomes possible.

## POP UP VACCINATION CLINICS ON SYDNEY RD

If you're yet to get your 1st/ 2nd or 3rd dose- you can now get one at 2 pop-up clinics on our strip.

Both the library & our Town Hall are offering vaccinations on a walk-in basis, Sat & Sun respectively 10am-3pm till mid-late Feb.

**How to book:** Walk-in only. No bookings needed.

Where	Coburg Library Meeting Room Victoria St & Louisa St, Coburg (entry from Victoria Street side door only)	Brunswick Town Hall 233 Sydney Rd, Brunswick
When	From 15 January to 26 February 2022 Updated time* Every Saturday 10am to 3pm**	From 23 January to 13 February 2022 Every Sunday 10am to 3pm* The pop-up will be running during public holidays



\*Scan the QR code for the suburb on where to get a vaccination in Moreland or to learn more about COVID-19 vaccines, visit [http://www.moreland.vic.gov.au/covid-19/vaccinations](#)

## 2022 EATING & VENUE GUIDE

In preparation for BMF and as part of our annual promotional calendar, we are currently going through and updating the Eating & Venue Guide.

As one of our key promotional pieces, the Guide gets distributed throughout Victoria so it's important that it's kept up to date and fresh.

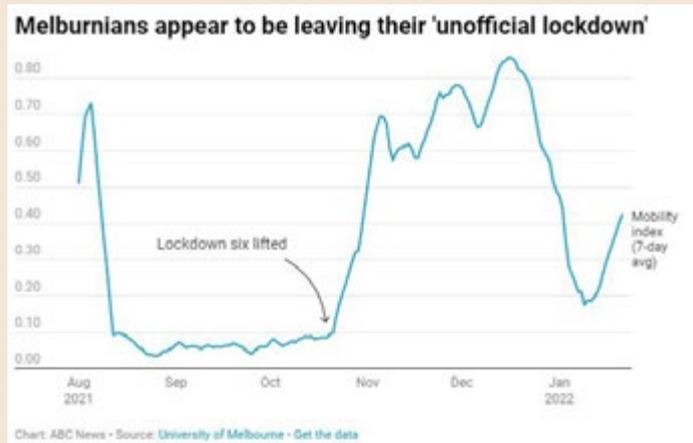
If you are a food or venue business, please check to see if you've received our email regarding updating your details and get back to us ASAP with "all correct" or your changes.



## SYDNEY ROAD, QUIETER THAN USUAL?

We've had a few businesses enquire about the overall quieter nature of Sydney Road Brunswick, which has been noticed from late Dec and currently still being observed.

Looking into the situation, we've found statistical data on people's current movement that we wanted to share with you. The data (shown below) does support the notion of a "shadow" lockdown, where people are making the conscious decision to not put themselves in situations where they could contract COVID-19. The below graph is charting people's movements in Vic:



Looking to the next 6 months, we have a range of activities, programs and initiatives that will continue to incentivise visitation to the strip, including but not limited to:

- Collateral updates to and distribution (locally and interstate) of: Eating & Venue Guide, Second Hand & Vintage Guide, Visitor Guide
- Advertising opportunities that include: print, radio, cinema and outdoor
- Events, activations, and workshops that include: school holidays, weekends, and quieter periods



## UPCOMING EVENTS

### STREET PARTY 2022

As mentioned in our September newsletter, unfortunately the Moreland City Council Arts & Culture unit have found that due to the current COVID-19 environment, they are not able to go ahead with it as usual in March. BMF will go ahead, including some pop-ups as last year (see below).

### 2022 BRUNSWICK MUSIC FESTIVAL (BMF):

#### Sparta Place Pop-up

SRBA have been involved with the Street Party and BMF for over a decade, so with the street party not going ahead, we instead will be participating in one of the pop-ups based on Sydney Road Brunswick (as we did last year).

The Sparta Place Pop-up will take place on Saturday 12 March. This activation will feature live performances between 3pm-7pm and play host to delicious food with a Greek theme.

The activation will also be licensed for alcohol.

If you're a business located in Sparta Place or Tripovich St, and you're able to extend your Saturday trading hours, it may be beneficial for you to do so, accessing the audiences attending the pop-up.

If you have any questions about the activation, contact Julie Day on 9240 1111 or email [festivals@moreland.vic.gov.au](mailto:festivals@moreland.vic.gov.au)



### 2022 BMF 4-14 MARCH: Beats 'N' Eats

We have again secured a sponsorship with Moreland City Council to be involved with BMF.

This year, we will be focusing on promoting food and beverage businesses, with a collective incentive called Beats 'n' Eats - where BMF ticket purchasers are able to access offers and discounts from participating Sydney Road Brunswick food and drink businesses.

If you'd like to be included, email [info@sydneyroad.com.au](mailto:info@sydneyroad.com.au) with a special offer. Offers will only be valid for the duration of the festival and with proof of ticket purchase.

### UPCOMING EVENTS IN THE PIPELINE

- Easter Egg Hunt
- Writers Comp
- Photography Comp
- Vintage Tours

*All dates are to be confirmed*

## NEW BUSINESSES (past 12 months)

### SARAH SANDS HOTEL @29

The Sarah Sands Hotel is back! Established in 1854, re-branded in the 90s as the Irish pub Bridie O'Reilly's, and now restored to its former name & glory. Remembered fondly by many, this pub is an iconic Brunswick landmark and we're glad she's back! With upstairs & downstairs seating, this comfortable yet trendy pub offers up tasty pub classics, your fav beers, a splash of cocktails and a smattering of share plates. Pop upstairs to their brightly sky-lit Bar 3056 and admire their ethereal mural with a drink!

### ICECREAM SOCIAL @421

Funky icecream shop cutely decorated with a large metal spaceship, fun icecream related art, little plants, and would you believe - Buffy VCR tapes! Offering a selection of handmade organic icecream with vegan and gluten free options; freshly made cakes daily (proudly displayed in the window), yummy pies; and in collaboration with the Melbourne Food Hub, able to bring locally grown produce to your door! Follow them on social media for some enjoyable and often hilarious posts by Helen herself.

### SUCKER @438

Sucker is a retail shop front in Brunswick, Naarm (Melbourne) run by two friends from the NSW South Coast, that works with and supports emerging fashion, homewares, and jewellery designers in Australia. The small team prides itself on creating an accessible platform for creatives to showcase their pieces in a public setting. Currently stocking around 35 brands from Melbourne and Sydney, Sucker plans to grow with the designers, and maintain a safe space and sense of community around the store.



### 1280 @590

Ceramics gallery, co-making studio space, shop, classes, memberships, all in one location. Kevin has worked hard to build a strong community, cultivating talent by providing the space, resources and retail outlet for ceramists and potters to engage and support each other, and thrive. Pop in to shop ceramics from local potters, discuss a single session class or perhaps an 8 week term course if you're feeling particularly crafty! You can also get 24 hour access with a membership, so you can satisfy those 2am craft session needs.



### DORAR FASHION @662

Located within the Moreland precinct of the shopping strip, Dorar Fashion provides an extensive array of Arabic clothing for all occasions and celebrations, including formal abiyas as well as everyday items too. Their friendly team can assist you in finding the perfect outfit.



### OASIS @668

Immerse your taste buds in guilt-free delight with their menu of fresh, healthy and amazingly tasty snacks made from fruits and vegetables. The team have a large selection of fresh juices that are cold pressed on the spot, as well as a variety of smoothies, acai bowls, ginger power shots, Korean cups (this is blended fresh fruits with ice), plant-based protein shakes, protein bars and more. Located across from A1 Bakery. Kaled and Omer will make you something fresh on the spot for you to enjoy from 11am-6pm, 7 days.

