

NEWSLETTER - MARCH 2022

SYDNEY E.1992
Brunswick ROAD
ASSOCIATION

BEATS 'N' EATS

scan to see



tasty deals!

BEATS 'N' EATS DURING BRUNSWICK MUSIC FESTIVAL

We're thrilled by the amount of food and drink businesses that have come onboard for our Beats 'n' Eats promotion, providing a discount/deal to 2022 BMF ticket holders!

We've collected over 20 offers so far and are promoting via our social media, website and Google Display Ads; BMF website and social media, and Triple R Radio.

If you are one of the participating businesses, please make sure your staff are aware and that you have a copy of what the tickets look like at your till.

Next meeting: 8th March 6pm, SRBA Hub @454

WWW.SYDNEYROAD.COM.AU SYDNEYROADBRUNSWICK  #SYDNEYRDBRUNSWICK 
454 Sydney Road, Brunswick, VIC | Ph: 9380 2005 | info@sydneyroad.com.au

A NOTE FROM COM MEMBER: Olivia Sutton

We first opened Harper & Blohm Cheese Shop in a small wine shop on Albion Street Essendon 8 years ago. We soon outgrew this tiny space and chose Sydney Road Brunswick for our next move in September 2018. Our new location gave us the chance to expand our speciality cheese selection, our in-house kitchen offerings and our comprehensive online store which now delivers across Victoria.

I had visited the space at 365 Sydney Rd (in its previous incarnation as By Josephine Macarons) many times. I fell in love with the feel of the shop thanks to its many original features that had been retained from the early 1900s. You can still see the pressed tin ceilings and brass trim façade windows. Harper & Blohm is very proud to maintain this historic legacy.

One of the first things my partner Ian & I noticed upon moving to Sydney Road Brunswick is its many independent small businesses. The genuine support from the local community for these businesses has been a boon, particularly over the last several years.

We love being part of this exciting and dynamic place, and so in 2021, I joined the SRBA to work with and understand the unique needs of my community. We look forward to even more exciting (and thriving) times ahead.



CURRENT COVID-19 REGULATIONS

At 11:59pm (Friday 25 February 2022), the following changes to COVID-19 restrictions came into effect:

- The recommendation for Victorians to work or study from home was removed.
- Face masks are no longer needed in most indoor settings, **with exception to the following:**
 - * Workers in hospitality, retail, hairdressing, beauty and personal care, gyms, entertainment venues and courts
 - * Workers and patrons to care facilities
 - * People working indoors at an event with more than 30,000 people attending.
 - * On public transport, in taxis and rideshare, on planes, and indoors at an airport
- QR code check-ins and proof of vaccinations **are still mandatory** in all vaccinated economy settings such as hospitality (dine-ins only), hairdressing, beauty and personal care, gyms and entertainment venues.

Face masks are recommended for other workers serving or facing members of the public, for example, if you are at reception, meeting guests or serving customers.

COVIDSAFE PLANS

It is mandatory for every business to have an **updated** COVIDSafe Plan. One was delivered to you week ending Friday 4th March, if you missed it find it in our recent EDM.



ARE YOU ADVERTISING YOUR BUSINESS THROUGH FACEBOOK GROUPS?

We know it can be difficult to reach your followers all the time, due to the ever-changing algorithms. A way around this could be to post regularly to others' Facebook groups.

Benefits of posting to Facebook groups:

- Reach customers without being confined by the algorithm.
- Tap into an existing audience that are already interested in your particular goods or services.
- You could have interesting conversations with other users around your product- allowing you to learn more about your customers.
- You could receive some good reviews in the process.

Some Facebook Groups that could be relevant to your business, and worth spending some time learning about and posting to:

- [The Brunswick Neighbourhood Network](#) (previously known as the Brunswick Good Karma Network). They also have Business Promo Thursdays- a day designated specifically to promoting your business to locals keen to support local. Currently at 25k followers.
- [The Brunswick Cafe & Restaurant Takeaway](#) - A group for restaurants and cafes to join, post their menus, notify the community of specials and take orders from group members. Currently at 4.9k followers.
- [Buy Australian Made & Owned](#) - A group for business owners and customers to share anything that is uniquely Australian owned and made. Currently at 49.1k followers.
- [The Wedding Hub - Victoria Australia](#) - A group for business owners and customers to share anything wedding related including goods & services. Currently at 8k followers.

BUSINESS FEATURES

- Gomi Ramen in [Broadsheet](#), [City Lane](#) and [Time Out](#)
- Cornish Arms in [Boss Hunting](#)
- Penny's Bandroom in [Broadsheet](#)
- That Paper Joint in [Frankie Magazine](#)
- Luther's Scoops & Billy Van Creamy in [Broadsheet](#)
- Joey Smalls in [Broadsheet](#)
- The Retreat in [Broadsheet](#)
- The Retreat, Brunswick Ballroom & Stay Gold in [Beat](#)
- Penny's Bandroom, Brunswick Ballroom, Bar Oussou, Stay Gold & The Retreat in [Broadsheet](#)
- Brunswick Ballroom, Penny's Bandroom, The Retreat & Stay Gold in [Postcards](#)
- Rascal in [Beat](#)
- Luther's Scoops in [Broadsheet](#)

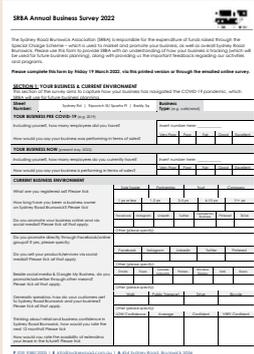


BUSINESS SURVEY

Along with our newsletter, we've also provided you with the 2022 Annual Business Survey, which will only take you a couple of minutes to complete, and is vital to our future business, marketing and precinct planning.

We ask that you take the time to complete the survey, either in print or via the email we sent, so that we can accurately gauge business activity and plan our ongoing marketing and promotions calendar.

This is also a great opportunity for you to share your thoughts on anything we've done, or share ideas that you have! No matter the feedback, we welcome it.



The image shows a portion of the '2022 Annual Business Survey' form. It includes a title 'SREA Annual Business Survey 2022' and a logo for 'SREA'. Below the title, there is a paragraph of introductory text. The form is divided into several sections with headings: 'SECTION 1: YOUR BUSINESS & CURRENT ENVIRONMENT', 'YOUR BUSINESS REVENUE (IN \$'000'S)', 'EMPLOYMENT', 'CURRENT BUSINESS CHALLENGES', and 'BUSINESS GROWTH'. Each section contains various fields for data entry, including checkboxes, dropdown menus, and tables for revenue and employment data.

CUSTOMER SURVEY

During the school holiday period, we will be completing our customer surveys, where we randomly approach customers on Sydney Road Brunswick and ask them a series of questions about them, their experiences with Sydney Road Brunswick, and how they get to our shopping strip.

This is an important task, as it (along with the Business Survey), helps us plan and prepare marketing, initiatives and priorities for the Association.

PHOTOSHOOT: FOOD, DRINK & FUN

We wanted to extend our thanks to all those who were involved in our most recent photoshoot, which has been used in creating the 2022 Eating and Venue Guide.

For any businesses that weren't able to be involved this time, there will be plenty of future opportunities- so stay tuned.



Gloria @391



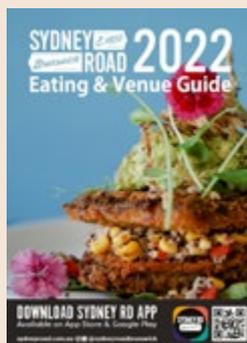
Little Room for Icecream @420

EATING & VENUE GUIDE

Thank you to everyone who has worked with us over the past month to confirm business details and descriptions for the 2022 Eating & Venue Guide!

The guide is always a big undertaking so we appreciate your assistance in getting your details correct. This year the guide has over 150 businesses listed, covering bakeries, bottle shops, cafes, function & reception centres, hotels, bars & venues, restaurants, shisha lounges and of course take-away options too.

The guide is currently being printed and will be with us to distribute in the coming weeks.



UPCOMING EVENTS

EASTER

Can you believe it's nearly Easter already? We're currently finalising our plans to do another Easter egg hunt along Sydney Road Brunswick, involving stores to create a trail that runs the full length of the strip!

Similar to last year, people will have to walk along Sydney Road Brunswick and seek out the Easter eggs, hiding in the windows of numerous stores. First prize will be an Easter hamper, with 20 runner up prizes of 1kg Easter eggs.

If you'd like to be included in the trail, please let us know!



SCHOOL HOLIDAYS

To create more activity along Sydney Road Brunswick, we are planning to have an Easter dedicated pop-up, along with other activations spread throughout the holidays, creating engagement, community connection and attraction to the strip.

Kids can look forward to the Brunswick bunny, roaming acts and talent, as well as activities to create!

There will be outdoor advertising posters and radio spots booked to promote the activities.



RMIT WELCOME DAYS

On the 8th of Feb and 2nd of March 2022, Veronica attended RMIT Open & Welcome days, to spread the word about local businesses on Sydney Road Brunswick.

Each 2 hour event, approximately 150 tote bags were distributed including Sydney Road Brunswick eating guides, vintage guides & business/health services guides.

Veronica also talked to many students about what is happening on Sydney Road Brunswick, such as upcoming events and so on to get more foot traffic on Sydney Road Brunswick from our local students.



NEW BUSINESSES (past 12 months)

EB GAMES/ ZING BARKLY SQUARE @90

Australia's No. 1 gaming and pop culture specialty retailer has moved into Barkly Square, just opposite JB Hi Fi! Find the newest video game titles, as well as exclusive apparel, accessories, and collectibles from your favourite pop culture franchises. Go along and chat with their staff to explore gift options for friends and family, or discover amazing deals by trading in your consoles, games, and accessories.

EMILY MAY BRIDAL @445

A stunning bridal boutique in our Anstey precinct. Designed to bring a range of unique and affordable custom designed wedding dresses, available to all. Different from other bridal boutiques, where all gowns can have custom changes made as well as all gowns being fitted perfectly to each individual's body. This means less alterations closer to the big day.

ETIKO @536

Established from a desire to make positive social and environmental changes, Etiko was the first-ever Fairtrade fashion label in the Southern Hemisphere.

Etiko's high ethical standards have seen them achieve the highest ranking for ethical production in every Australian Ethical Fashion Report (2013-2021). In 2016, they also became the first fashion brand to ever win an Australian Human Rights Award.

Etiko manufactures a wide range of affordable, high quality and Fairtrade, organic and vegan apparel, including underwear, socks, T-shirts and footwear.

Pop in to discuss ethical fashion with Nick.



TOCHI DELI @661

A lunch restaurant and takeaway shop located in the Brunswick market. Run by Japanese couple Shingo & Rena, and serving authentic Japanese food: edomae-nigiri sushi (menu changes daily depending on market situation), hand roll sushi (their original taste), onigiri (traditional rice balls), don (a variety of rice bowl dishes). Using koshihikari rice (Japanese origin quality rice) for all of their menu and as fresh seasonal produce as they can possibly source. Vegan and gluten free options available.



DOCK'S FISH & CHIPS @669

Yes... Brunswick now has its own little docks to enjoy classic fish and chips. Family owned and operated with over 20 years industry experience, Esther & Spiro are passionate on providing quality locally sourced fish and produce. As well as traditional fare, there are grilled options, salads and burgers all cooked fresh to order. You can enjoy a cold beer or a glass of wine in a cosy space for dine-in or takeaway. They love what they do and love to serve you. Open 7 days. Check Google for hours and updates.



HOOKAH PANI @868

Nothing brings people together like good food! Hookah Pani is a halal restaurant in our Moreland precinct that serves Pakistani street food with authentic spices and ingredients. All dishes have that kick of flavours that you get on the side of a street of Pakistan. When good food meets a vibrant atmosphere, you have a recipe for success – and that's exactly what you'll have served up at Hookah Pani. Bold coloured lanterns, contrasting bunting, and vibrant fabrics.

