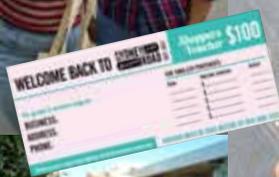


# SYDNEY E.1992 Brunswick ROAD ASSOCIATION



- Coffee shops & eateries
- Live music & entertainment venues
- Professional & health services
- Supplies & groceries

A unique and affordable shopping strip, just around the corner from the Brunswick campus.



## HISTORICAL WALKING TOUR ON SYDNEY ROAD BRUNSWICK



## YEAR IN REVIEW – JULY 2021 TO JUNE 2022

Despite COVID-19 over the past twelve months, SRBA have still been able to deliver fun and exciting projects, encouraging visitation to and promotion of Sydney Road Brunswick!

Social media competitions, street long \$100 mystery voucher giveaways, roaming talent, festive art on windows, cinema advertising, workshops and training sessions, one-on-one social media assistance, street lobbying, bridal expos, social media/online advertising, walking tours, graffiti targeting, Sydney Road Brunswick brochures, advertising – and so much more!

Next meeting: 12th July 6pm, SRBA Hub @454

## A NOTE FROM COM MEMBER: Julie Tripicchio

Hi, I'm Julie, and together with Gaetano, we own and run Vintage on Blyth, in the historic ANZ Bank Vaults, 528B Sydney Rd Brunswick. You can find the entrance to our shop in Blyth Street, right under the giant art palette.

We openly share our passion and ethos for second hand vintage, mid-century and retro - furniture, art, lighting and home decor. We love being part of the Brunswick culture, with a real sense of community and a focus on sustainability,

I have a strong connection to Brunswick and Sydney Road, from childhood memories shopping with mum, to owning a beautiful shop, where we can help the locals find their forever pieces, to living in this very eclectic suburb.

A couple of years ago, I was approached by SRBA to join as a committee member, and while I was initially unsure, It's been a great way to connect with other traders, to understand eachother's challenges and work together, to find solutions and contribute to the broader Sydney Road shopping strip.

Over the past two years we have all travelled through difficult times. The SRBA has directly supported retailers with resources to navigate the COVID-19 landscape, by providing up to date resources, facilitating workshops with expert providers in retail, e-commerce and social media, areas that can't be ignored as a retailer. And at the same time, the SRBA has worked on creative ways to draw shoppers to the shopping strip from small localised events, to advertising with greater reach, the most recent advertising video campaign playing at cinemas "Come for the day, Stay for the night".

Make a difference to your business and the broader Sydney Road shopping strip, by joining the SRBA and sharing your voice to help shape the future of our strip. Hope to see you soon.



## PERMITS WITH COUNCIL

We are aware that some businesses may be needing assistance with current or pending Council permits. Please feel free to send SRBA an email and we can see if we can assist you.

## GRAFFITI CLEANUP – UPDATE

Graffiti continues to be an issue the Association is targeting, and are pleased to announce that SRBA will receive funding supported by Moreland City Council, through the Victorian Government's Outdoor Activation Fund – for graffiti removal.

We look forward to seeing graffiti removal start in the coming months.



## SOCIAL MEDIA TRAINING WITH SOPHIE MOON



We've heard nothing but wonderful reports from the businesses that have taken us up on our offer of one-on-one social media training, via our contractor Sophie Moon!

If you're interested in receiving one-on-one social media training also, please let us know. It requires just 1 hour of your time each week for four weeks, during which time you will get expert advice and be left with a report/program for you to take with you.

This really is a wonderful opportunity, so please let us know if you'd like to be part of the program.

## BUSINESS FEATURES

- Green Refectory in [Broadsheet](#)
- Sarah Sands in [Broadsheet](#)
- Joey Smalls in [Broadsheet](#)
- A1 bakery in [Broadsheet](#) and [Concrete Playground](#)
- Rascal in [Broadsheet](#)
- Cornish Arms & Lobbs in [Broadsheet](#)
- Goodbyes in [Scenestr](#)
- Mediterranean Wholesalers in [Broadsheet](#)
- Mr Kitly in [Broadsheet](#)
- Very Good Falafel in [Broadsheet](#)
- That Paper Joint in [The Design Files](#)
- Correspondences in [Arts Hub](#)
- Brunswick Ballroom in [Tone Deaf](#)
- Bar Oussou in [Beat](#)
- Bergy Seltzer in [Beat](#)
- Gomi Ramen in [Broadsheet](#)
- Sucker in [Fashion Journal](#)
- Sarah Sands Hotel in [The Brag](#)
- Mediterranean Wholesalers, A1 Bakery, Russel's Fruit & Vegetables, Tochi Deli, Magic Dollar and Harper & Blohm in [Good Food](#)
- Nura in [Smart Company](#)

## TRAINING WORKSHOPS WITH AUSTRALIAN RETAILERS ASSOCIATION (ARA)

Thank you to everyone who attended one (or all!) of the workshops that we ran with the ARA, at our Hub.

We trust that there were a number of hints, tips & learnings that you took away & will be able to apply in your own businesses.

For those that weren't able to make it, or for those that want a digital copy of slides that were presented, they can be found on the [Trader Tools page](#).

We look forward to hosting more workshops and sessions at our Hub in future.



## SYDNEY ROAD BRUNSWICK ASSOCIATION - WHO WE ARE AND WHAT WE DO

The Sydney Road Brunswick Association is funded by a special levy on Sydney Road Brunswick properties, which is used throughout the year, and dedicated across a number of marketing and business development initiatives.

As a business on Sydney Road Brunswick, you have access to, and are included in, our programs throughout the year - all of which come at no additional cost to you.

This year, the Association celebrated its 30th year in operation, so thank you for your continued support.

In November 2021, to ensure that we're easily reachable and able to extend our comprehensive offering, we moved our office from upstairs at the Town Hall to 454 Sydney Road Brunswick - affording us to open our doors to businesses and visitors alike.

The Association is led by a Committee of Management, which includes 12 representatives from Sydney Road Brunswick, and managed by an office of two staff - the Association Manager (Troy Stuchbree) and Media Manager (Veronica Dixon).

Together, the Committee and office staff work throughout the year to ensure your business's best interests are worked for, the precinct continually seen as an area of economic importance, and continually marketed.



## JUNE BONANZA

On Saturday 25 June, Sydney Road Brunswick came alive with roving talent, workshops, facepainting, henna hand art and our community engagement project! It was so great to see so many people out and about, and great to see some of our traders enjoying the entertainment as it took place throughout the day!



## WRITERS CONTEST & CUP

Following a 2 year hiatus due to COVID-19, we were pleased to have hosted once again the Sydney Road Brunswick Writers Contest & Cup, an event that brings together writers and creatives for an evening of spoken word.

This year the event was hosted at Three Hands Café and saw 25 people take to the stage, as they performed for their chance to win the coveted perpetual Cup!

Congratulations to Lane Milburn (encouragement award), Scott Pederick (first prize for short story) and Ria Kealey (first prize for poetry & winner of the Cup)!

## VINTAGE BALL

On Thursday 19 May, we took over the Brunswick Ballroom for our very first Vintage Ball! An evening dedicated to celebrating the wonderful op shops and vintage stores along Sydney Road Brunswick.

The evening welcomed over 210 people and provided us with an invaluable opportunity to interact with new audiences in a fun and exciting environment.

Thank you to the many shops that dressed a mannequin for the evening, and assisted us in demonstrating the immense variety on offer, on Sydney Road Brunswick.



## UPCOMING EVENTS

### HISTORY TOURS

Following the sell-out success of our previous Historical Walking Tours, we have again teamed up with the Brunswick Community History Group to deliver the next instalment of tours, from Glenlyon Rd to Victoria St - focussing on 14 buildings and sites of interest.

These continue to be a great way for SRBA to engage with audiences, as well as provide an opportunity to educate them on the many very interesting historical buildings and events of Sydney Road Brunswick.

These tours will become a regular event.



### SLOW FASHION TOURS

A new instalment to the Associations activations is the Slow Fashion Tours, which we are running in collaboration with Jenna Flood of the Ironic Minimalist.

The tours will include 6 shops within a specific section of Sydney Road Brunswick, and involve a guided run-through of the shops' sustainable and slow fashion practises, while also allowing the tour attendees time to browse.

With so many businesses on Sydney Road Brunswick being part of the sustainable and slow fashion world, these tours will provide an all-important spotlight on them, and offer an opportunity to engage with new audiences.

The first tours will take place on Saturday 16 and Saturday 23 July, focusing on the Jewell precinct. If you would like to be part of the tours in future, please contact us!

## NEW BUSINESSES (past 12 months)

### GONG CHA & HOT STAR CHICKEN BARKLY SQUARE @90

Gong Cha, a popular bubble tea chain established in Kaohsiung, Taiwan, shares their space with Hot Star Chicken (the famed oversized fried chicken joint) in The Laneway of Barkly Square! Both are authentic Taiwanese street food and the perfect treat to enjoy while you take up a perch to rest in Barkly Square's outdoor area.

### DE ANDRE'S GRILL @236

A family run restaurant and takeaway go to, serving traditional Persian and Greek cuisine - along with pizza, burgers and seafood platters. They also provide a variety of vegetarian options too. Open for the evening and into the wee hours, De Andre's are there for you with an extensive menu to cover off all your cravings.

### AMALINE VITALE SPARTA PLACE @457

An independent bridal couture house with a clean, classic, elegant style and fashion-infused influence. Their gowns are designed and created right here in Victoria.

Made to measure, made to order, unique and one of a kind; Amaline Vitale work closely with their brides and clients to select the perfect fabrics and design for the big day.

The team also are happy to assist in the finer details such as colour schemes, bridal jewellery and veils.



### GORMAN @459

Fresh and modern collections of clothing, footwear, homewares and accessories. Gorman has become renowned for its bold and offbeat prints, strong colour palettes and knitwear. Exclusive artist collaborations are at the core of the brands essence, working to create wearable art where clothing is the canvas, using organic recycled fabrics and materials wherever possible.



### EGGLAB @702

All of Melbourne's favourite breakfast dishes in a burger. Enjoy all that fresh ingredients (free range and always grass fed) have to offer with Egglab's extensive array of options! If their main selection wasn't enough, they also offer three side options: potato gems, waffle fries and hash browns.

Your new breakfast staple is located in our Anstey precinct, on the corner of Albion Street.



### BRUNSWICK FRUIT & FLOWERS @875

Another family-owned business were welcomed to Sydney Road Brunswick, with the arrival of the new owners at Brunswick Fruit & Flowers. Based in our Moreland precinct, they pride themselves in an extensive assortment of the freshest fruit and vegetables - along with a great selection of flowers.

Can't make it to their store? No worries - get the freshest fruits, vegetables & flowers delivered to your door, free of charge (conditions apply). Pop in and say hi to Guarav and DP, AND feast your eyes upon their colourful fruit mosaic!

