

NEWSLETTER - AUGUST 2022

**SYDNEY** EST. 1992  
**Brunswick ROAD**  
ASSOCIATION

Come visit  
our new Hub!



illustration attribution



## BUSINESS NETWORKING NIGHT: HAWAIIAN THEME!





You're invited to attend the very first networking night, at our SRBA Hub (454 Sydney Road Brunswick) on Thursday 1st September.

It will be a very informal and fun evening with free drinks and food, and a chance to meet other business owners on Sydney Road Brunswick. We have also arranged for some special entertainment for the evening.

The evening will kick off at 6.30pm and finish at 8.30pm, but RSVP's are essential!

Please email [info@sydneyroad.com.au](mailto:info@sydneyroad.com.au) with your name, your business name, and any dietary requirements by Friday 12 August.

**Next meeting: 9th August 6pm, Location TBC**

[WWW.SYDNEYROAD.COM.AU](http://WWW.SYDNEYROAD.COM.AU) | [SYDNEYROADBRUNSWICK](https://www.facebook.com/sydneyroadbrunswick)  | [#SYDNEYRDBRUNSWICK](https://www.instagram.com/sydneyroadbrunswick)   
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## A NOTE FROM COM MEMBER: Will Ewing

G'day! My name is Will Ewing, Venue Director at the beautiful Brunswick Ballroom at 314-316 Sydney Road, Brunswick.

There is something incredibly special about Sydney Road Brunswick. An absolute hub for art, culture and music, an eclectic mix of students, artists, migrants, working families and young professionals. I have been frequenting Sydney Road Brunswick since I was a young boy, when I would come down from the country and stay with my older brother Michael in his share-house (as he studied at R.M.I.T in the early 90's). Sydney Road was quite the eye opener for a young fresh-faced boy from the country. One thing that struck me then, and still resonates with me today, is this gorgeous shopping precinct's strong community and unapologetic sense of self.

In late 2020, Andrew Kay AM, myself and the rest of our family and team took part in quite the ambitious undertaking of renovating, refurbishing, and rebranding what was previously the Spotted Mallard. The goal was to create a premier live music venue that is accessible, warm, welcoming and provides premier production values and hospitality for artists and patrons alike. Opening the venue during the time that we have hasn't been without its challenges, but there have been bucket loads of rewards, and I am constantly humbled by the level of support & solidarity we receive from the community, industry stakeholders and artists. In recent times we have also hosted private events, birthdays, and weddings - not to mention my very own wedding that the Ballroom will be hosting in September this year!

It is with great pride that I sit on the Committee of the Sydney Road Brunswick Association (SRBA). I have absolutely loved what we have achieved to support local businesses and to reinvigorate and kickstart our local economy after a devastating last two years for so many businesses on this strip.

My goal is for the SRBA to grow and continue to add to the vibrancy and diversity that makes Sydney Road Brunswick such an iconic, eclectic business strip and community.

See you on Sydney Road soon!  
#staycheeky & always be kind

~ Will



## BINS ALONG SYDNEY ROAD BRUNSWICK

Following discussions with Moreland City Council, we can confirm that the bins will be properly cleaned of grime and waste residue - a lot of which resulted from the overflows recently. Additionally, new bin cages will be installed in sites where the existing cages are deemed by council to be not fit for purpose.

## CIGARETTE BUTTS

We are aware of issues around discarded cigarette butts along Sydney Road Brunswick, and have flagged this concern with Moreland City Council. They are going to assess the situation and look at what solutions can be put in place.



## THE IMPORTANCE OF VIDEO CONTENT: INSTAGRAM

No surprises that the Instagram algorithm has changed... yet again. With the rise of TikTok has come the prioritising of short videos. No this doesn't mean you need to learn a trendy TikTok dance to now be seen (I mean it wouldn't hurt...), but yes, you do need to start posting video content to your Instagram- with reels being the preferred method.

Instagram measures three metrics- views, watch time and average view duration (AVD). So this is the amount of views you get per video, how long people are watching it for and AVD being total watch time divided by total number of video plays.

This means that you need to be delivering quality, relatively short videos, with a snappy intro- this will encourage people to watch the video till the end!

Hot tip- aim for people to re-watch (or loop). This could be done with a lengthy caption!



## BUSINESS FEATURES

- A1 Bakery in [WA today & Goodfood](#)
- Brunswick Ballroom in [Beat](#)
- Gomi Boys in [Broadsheet](#)
- Maalu Maalu in [Broadsheet](#)
- Mamma's Boy Trattoria in [Broadsheet](#)

## SMALL BUSINESS VENTILATION PROGRAM: OPEN FOR APPLICATIONS

Improving ventilation provides customers with the confidence that businesses are doing everything they can to keep them safe.

Under the program, eligible businesses can apply for two types of support:

### Ventilation Rebate

A \$500 rebate to take immediate actions such as purchasing an air purifier or hiring a qualified tradesperson to undertake minor services to improve ventilation.

### Ventilation Grant

Matched grants between \$1,000 and \$5,000 to invest in larger projects such as building works or engaging professional services or equipment to improve ventilation.

For more information or to apply, visit [business.vic.gov.au](https://business.vic.gov.au).

## MIGRANT & REFUGEE BUSINESS GROWTH PROGRAMS

Runway HQ have announced scholarships are now available for migrants and refugees living in Australia worth up to \$10,000 each to help start, pivot, or scale up a business - building on the success of their recent Migrant and Refugee Business Growth Program. To discover more or apply, [click here](#).

## BRUNSWICK TRAM DEPOT UPGRADES

Some of you may be aware that the large Brunswick Tram Depot in the Moreland end of Sydney Road Brunswick has announced a series of upgrades that are scheduled to take place in stages from 2023 until 2025.

SRBA are in contact with the Department of Transport to ensure that outcomes during and post the upgrade works don't hinder or take away from Sydney Road Brunswick.

## GRAFFITI REPORTING PROJECT UPDATE

In May, SRBA started reporting graffiti to the Brunswick Police Station on behalf of businesses, and since then we have reached almost 30 reports in two months. That's at least 30 new instances of graffiti on Sydney Rd Brunswick.

This is an important figure, as prior to this process beginning, only 60 instances had been reported to the Brunswick Police Station in the past twelve months. SRBA alone have reached half that figure in 1/6th of the time. SRBA will continue to report on graffiti and encourage you to also report it as you see new instances appear.

A reminder also, if you have graffiti occur on your shopfront, you have access to FREE graffiti removal kits and FREE \$40 paint vouchers via Moreland City Council. So please reach out to them when they are needed on 9240 1111.

## GRAFFITI REMOVAL PROJECT UPDATE

As you will have seen from the last newsletter, SRBA was fortunate to secure funding supported by Moreland City Council through the Victorian Government's Outdoor Activation fund.

It has been decided that the best use of these funds would be to tackle level 1 graffiti, as it's the hardest to get to and remove. Currently there are over 80 instances of level 1 graffiti along Sydney Rd Brunswick, so each instance has been reviewed and assigned a priority rating, taking into consideration several factors such as scale and visual pollution.

We are aware that this won't be simply a case of just removing the graffiti, and SRBA will be discussing closely our approach with the Brunswick Police Station and Moreland City Council to ensure our overall approach is as effective as possible.

## VISITORS GUIDE

We recently finished updating and printing the 2022 Visitors Guide for Sydney Road Brunswick, which we use to promote the precinct to tourists coming to Melbourne! We've secured its inclusion at the Melbourne Town Hall Visitor Centre and are now also currently reaching out to hostels and hotels around Melbourne.



## SLOW FASHION TOURS

Thank you to the businesses that were part of our first instalment of the slow fashion tours! The attendees really enjoyed the opportunity to learn about the slow and sustainable practices. It's also been a great opportunity to showcase the small makers within our community.



## UPCOMING EVENTS

### PHOTOGRAPHY COMPETITION

Soon planning will commence for the 2022 Photography Competition, Faces behind the Scene, where we team up local creatives with Sydney Road Brunswick shops to deliver a captivating portrait and accompanying blurb, to be on display for the entire strip to see!



### HISTORICAL TOURS: ANSTEY

Our collaboration with the Brunswick Community History Group has been hugely successful and we look forward to the next instalment of the tours on 27th August, 31st August and 3rd September. These next tours will be in the Ansteys precinct (Victoria St to Albion St). They have provided an excellent opportunity to talk about the progression of Sydney Road Brunswick over the years, the change in business landscape and importantly to show off the different businesses that now call Sydney Road Brunswick home.

### FUTURE TOURS...

We are currently looking at other tour opportunities that SRBA can arrange along Sydney Road Brunswick, as they are a perfect opportunity to showcase the diversity of the strip and create sample cultural and unique experiences for customers to enjoy and come back to.

### WORKSHOPS

These next school holidays (Saturday 17 September to Sunday 2 October), SRBA will be looking to create instore workshop experiences, the perfect opportunity for people of all ages. So, stay tuned!



## NEW BUSINESSES (past 12 months)

### PARADISESCAPE @51

The temple of vegan heaven on Sydney Road Brunswick, offering an extensive fusion seasonal menu with flavours that leave you feeling satisfied.

Set within a relaxed, eco-friendly space, Paradescape support organic and biodynamic practices where possible.

Paradescape believes that a plant-based diet is healthier, more compassionate, and is the only sustainable diet for the entire planet.

### PENNY'S BANDROOM @420

Formally known as The Penny Black, Penny's takes the form of a live music venue and beer garden, complete with late-night hours and rock 'n roll-inspired interiors.

The classic pub has been reimagined with moody tones and glowing red lights.

A new-look front bar, dining space and band room leads back through to Penny's legendary beer garden, which has also been revamped, and now rocks a tropical-themed turquoise deck.

### POGO @295

A licensed cafe & bar serving up a vibrant collection of sandwiches and brekkie rolls complimented by delicious Five Senses coffee.

It's a place for meeting with friends old and new, with a focus on social connection and good times.



### PETAL POP @459 (SHOP 12 SPARTA PLACE)

Offering daily, wedding and event flowers using seasonal Aussie-grown blooms with a sustainable, eco-friendly approach to floristry. Petal Pop started in 2018 as a "flower truck" that appeared at markets, events and pop-ups around the streets of their beloved Moreland community.

After the challenges of the pandemic, it was time to begin a new chapter and open up a bricks and mortar store in the heart of vibrant Brunswick. Offering same-day delivery and free local delivery to Brunswick and surrounds, Petal Pop flowers are made with love, always.

### FLIPPY'S @646

Enjoy the ambience of Flippy's – Sydney Road Brunswick's newest bar, nestled in our Moreland precinct.

Whether you'd like to lounge in the front bar, golden lit back room, or through chocolate souffle windows to a beer garden covered by pergola and fairy lights – the team have your ambience needs met! Sip, savour and enjoy iconic and classic cocktails in their cosy and welcoming environment.

### SILVIA KHOSHABA COUTURE @594

Silvia Khoshaba Couture is a well-known bridal designer, offering customers a place to find unique and timeless couture gowns.

Located in the heart of Sydney Road Brunswick's bridal precinct, Silvia Khoshoba offer a service second to none, with no compromise on detail.

Their boutique provides the perfect platform for their clients to immerse themselves in the couture experience.

