

NEWSLETTER - SEPTEMBER 2022

SYDNEY *E.1992*
Brunswick ROAD
ASSOCIATION





**FACES
BEHIND THE
SCENE**

PHOTOGRAPHY COMPETITION & EXHIBITION: FACES BEHIND THE SCENE

We are excited to announce that entries have officially opened for the 2022 Faces Behind the Scene Photography Competition and Exhibition.

This program teams up photographers of varying skill levels with businesses on Sydney Road Brunswick, to create a walking exhibition with shop owner portraits taken and hung in participating shopfront windows.

Next meeting: 13th September 6pm, Location TBC

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A NOTE FROM COM MEMBER: Vicki Jacgung

Hey, it's Victoria (Vicki) Jacgung from Barnes in Brunswick.

We are an art supply store within the Hardwick Building, where we sell a range of different sculpting, mould-making, and casting materials. This includes sculpting clays and waxes, silicones and polyurethanes, epoxy resin, latex, gypsum, metal paints and patinas, and heaps more.

I became Store Manager here at the end of 2020, when restrictions were changing daily. While this made things difficult at times, as shopping with us is such a visual experience, we still had many people who were interested in our range. Many people took up crafts and art as a new thing to do whilst isolating or throughout the lockdowns. It's great to see how people's practices have grown over that time, with many of our customers starting their own businesses selling their art that they produce from our products (some have since quit their previous 9-5 job to take on their art business as a full-time venture!)

Each day is different in store for us, as we have a wide range of customers. This includes customers in prop making, special effects, model making, puppetry, costume design, animation, cosplay, manufacturing, automotive, prototyping, engineering, mining and more. We endeavour to give the best advice that we can for every different project!

We benefit greatly being in such a well-known location on Sydney Road Brunswick, as we are easy to access for university students and artists in nearby studios. Brunswick as an artist hub, is well established and ever-growing.

I have come from a Fine Arts and Arts Management background, and part of why I like to get involved within the SRBA is because it's a great feeling to have a say and be a part of the local community.

I've been involved with some fun projects like the Festive windows and like to put my creative mind to use to help out!

Swing by and say hi or just come in for some inspiration!



SRBA ANNUAL GENERAL MEETING: 4 OCTOBER

SRBA has confirmed that the 2022 Annual General Meeting will take place on Tuesday 4 October, from 6pm at the SRBA Hub.

This is the perfect opportunity to hear about the initiatives delivered throughout the financial year, as well as ask any questions you may have.

Within this newsletter you will have a formal notice, an initiatives overview as well as a Membership and Committee Nomination Form, should you wish to become an official Member or nominate yourself to be on the Committee of Management.



TIKTOK: NOT JUST ABOUT TRENDY DANCING

As mentioned in our last newsletter, videos are on the rise on socials- the shorter the better in some ways (though if you can get your audience to watch your long videos the whole way through, you're winning!!)

Compared to Facebook and Instagram, TikTok is relatively new and yet it has become extremely popular (particularly with teens and young adults). The popular platform is now the fourth most used social media platform after 1. Facebook 2. Youtube and 3. Instagram (and it is closing in on Instagram for that 3rd place!).

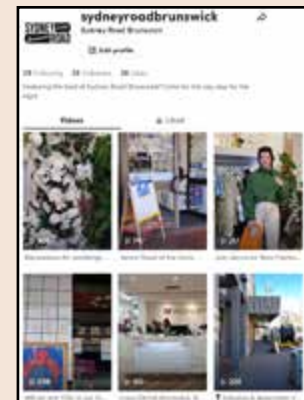
For those who are unaware, TikTok is a short-form, video-based app that allows users to create and share short videos on any topic (not just TikTok dances!).

As with Instagram, there are a variety of ways in which you can create and share content, with templates and trending audio to assist you.

If you don't have the time to always create your own content, there are other ways like sourcing influencers or if you can find it, User Generated Content. Start obtaining this content with a branded hashtag (ours is #sydneyroadbrunswick).

It might be worth considering adding this to your list of digital marketing platforms.

Sydney Road Brunswick has recently obtained a TikTok account- follow us, and we'll follow you!



BUSINESS FEATURES

- Sucker in [Fashion Journal](#) and [Fashion Journal](#)
- Maalu Maalu, Very Good Falafel & A1 Bakery in [Broadsheet](#)
- Maalu Maalu in [Broadsheet](#)
- Still Good Recycled & Goodbyes in [Time Out](#)
- Ratio Cocoa Roasters & Tochi Deli in [Postcards](#)

EATING GUIDE REPRINT

You may have seen our casual helper, Kathryn, drop by and deliver a selection of our brochures for you to have on display in your shopfront. These are an excellent promotional item and customers to the precinct enjoy using them to understand what else Sydney Road Brunswick has to offer!

Recently we finished a reprint of the famed Eating and Venue Guide, having handed out over 4000 copies since its first print run in March this year. We took this opportunity to also add some new businesses that had arrived to the precinct since then. The guides will be distributed again in the coming weeks.

SECONDHAND VINTAGE GUIDE

We are in the process of updating the Secondhand & Vintage Guide. Businesses that fall under the categories covered in the brochure will be contacted in the coming weeks to confirm details.

OUR FIRST NETWORKING NIGHT

How great was the Hawaiian themed networking night last week! As a first for our SRBA Hub, we enjoyed hosting you for a themed evening of light entertainment, food and drink, and importantly, a chance to get to know other business owners along our wonderful strip.

Evenings such as this are a great opportunity to also start conversations around any collaborative opportunities between businesses, and understand how others operate like-minded businesses.

SRBA thanks everyone who attended the night, our barman (with his amazing cocktails), and the welcoming Ukulele players from Melbourne Ukulele Collective that greeted you as you arrived.

SRBA will be hosting another Networking night in late March 2023, and likely on a Monday! So for those that weren't able to attend, hopefully we will see you at the next night.



CONSUMER MAILING LIST: YOUR INPUT REQUIRED

In March 2022, SRBA commenced gathering consumer email addresses at every activation we hosted, and via a pop-up form on our website. This initiative began to assist in driving foot traffic to Sydney Road Brunswick!

Emails to this mailing list have taken the form of a bi-monthly newsletter featuring traders of Sydney Road Brunswick, articles on SRBA initiatives, upcoming events, and specials we have sourced from traders' social media accounts.

We have so far sent 3 consumer targeted newsletters, with the evergrowing mailing list now sitting at over 400 active subscribers.

In recent times you may have heard from us either sourcing content, or receiving the consumer email yourself post being featured in it!

We'd love to feature your business, whether it be a special, new product or just an informative piece about you and your business so please send us your ideas!



UPCOMING EVENTS

PHOTOGRAPHY COMP & EXHIBITION

This year the program will be delivered in the Moreland precinct (between Albion St and Moreland Rd), and will create a walking trail for customers to enjoy. Sydney Road Brunswick is a vibrant destination and this program helps us showcase this, with portraits accompanied by a small blurb about the owner. We will be visiting shop owners in Moreland in the coming weeks to seek inclusion.

SEPTEMBER SCHOOL HOLIDAYS

The September (Spring) School Holidays are a chance for the Association to incentivise families to Sydney Road Brunswick.

These School Holidays we will be hosting a Caricature artist, a roaming clown, a much-loved Hula Hooper on Skates and a Balloon Modeller! Additionally, we are looking to host Sydney Road Brunswick's very own [Firebird School Of Music](#), to deliver a choir on the strip!

We are also starting to deliver workshops in stores again, and have launched into this holiday period with kid friendly activities including pot decorating and planting at [Lady Jane Greenhouse](#), creative collages at [That Paper Joint](#), and bath bomb building at [The Source Bulk Foods](#).



HISTORY TOURS: NOVEMBER DATES

The Historical Walking Tours, which SRBA have been delivering in collaboration with the Brunswick Community History Group, continue to be sell-out successes! It's so great to see the keen interest in Sydney Road Brunswick's history, buildings and businesses of times gone by.

We have already announced November dates for the tours, and have started to collate the information for the stops.

FESTIVE ART ON WINDOWS

Preparations will soon be underway for this program, this year taking place in our Jewell & Anstey precincts, Sat 26 Nov & Sat 3 Dec.

This much loved program is such a wonderful celebration of the festive season and we will be reaching out to shops in Jewell & Anstey soon.



NEW BUSINESSES (past 12 months)

CHEAPER BUY MILES @109

Cheaper Buy Miles has been fighting food waste for well over 25 years. Born in Footscray in 1995, when it came time to expand, they knew Brunswick was the perfect fit, and the past six months since opening has confirmed that fact. Loving the second hand clothes and op shops, the food offerings, and the bespoke retail of Sydney Road. CBM rescue close to, and past best before date stock from manufacturers, wholesalers, and other major retailers, and sell them at a heavily discounted price, saving grocery shoppers huge dollars, and helping save the planet, one bargain at a time.

FIREBIRD SCHOOL OF MUSIC @81

Firebird School of Music is a boutique music school offering specialised music lessons across a range of instrument disciplines for all ages. Borne out of a passion for community-minded music making, Firebird offers an integrated music learning experience. All lessons are taught to the highest standard by professional music teachers, with each lesson individually tailored to each student's learning goals and needs. Firebird also offers the opportunity for students to put their music learning in to practise through their in-house student bands, workshops and ensembles.

THAT PAPER JOINT @544

That Paper Joint is a hybrid creative studio, workshop & gallery space dedicated to the art of collage. Run by artists Max Malone and Zoe Crook (along with pup Franky), That Paper Joint aims to 'join people through paper', by running a combination of weekly art workshop sessions, private functions/parties, art exhibitions, and other collaborative events. With a key focus on sustainability & community, TPJ aims to 'reuse, reinvent & reimagine', choosing secondhand materials & supplies wherever possible.

PINOT & PICASSO @588

Pinot & Picasso is Australia's #1 Paint and Sip Experience!

Here people take on some of the basic techniques of painting on a canvas, in a hassle free, approachable and collaborative setting. Go and try their specialty sessions, such as "Release your Inner Drag Queen" or the amazing "Neon Nights" artworks that glow in the dark! Throw in a glass of your favourite bevvy, and you have Australia's best experience.

DUCHESS BOUTIQUE NEW LOCATION @529-531

Duchess Boutique deliver elegant and exclusive gowns and dresses for any formal occasion. With their extensive collection and dedicated stylists, customers are assured they'll find the perfect garment, whether it be a full-length flowing number or a timeless cocktail dress.

Understanding the importance of impeccable quality and design, Duchess Boutique provide the highest standard and ensure their clients feel beautiful. The cherry on top? Clients can also experience their own runway moment with the built-in display.

GOMI RAMEN SHOP @692

Gomi Boys produce contemporary, creative ramen and hand made noodles (which are made from organic Australian whole wheat).

While they have a focus on fish and oceanic flavours, they also offer a broad range of vegan and other dietary options.

Their key philosophies as a business are sustainability, minimising waste production and local food provenance. Using imported ingredients only when there is no other alternative.

