

SYDNEY *E.1992*
Brunswick ROAD
ASSOCIATION



Sydney Road Street Party 2013



Sydney Road Street Party 2014



Sydney Road Street Party 2015



Sydney Road Street Party 2016



Sydney Road Street Party 2017



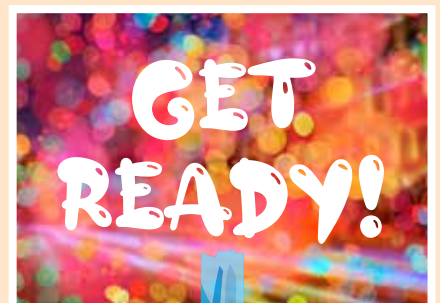
Sydney Road Street Party 2018



Sydney Road Street Party 2019



Sydney Road Street Party 2020



Sydney Road Street Party 2023

2023 SYDNEY ROAD STREET PARTY!

Are you considering being part of the Sydney Road Street Party, and getting in front of THOUSANDS of attendees!? Not held since 2020, the 2023 event is going to be HUGE and we don't want you to miss out on all the fun and important exposure.

Applications to have a stall at the Street Party close on Thursday 1 December, so if you haven't already started working on your application - now is the time!

If you are unsure about how you can be part of the Street Party, or what you can do in a marquee at the event, please reach out to us and we can help you.

Next meeting: Feb 2023

A NOTE FROM SRBA MANAGER: Troy Stuchbree

It's hard to believe that the year has almost come to a close and the festive season is upon us!

On the 4th October, we held our Annual General Meeting at the SRBA Hub (454 Sydney Road Brunswick). The meeting is an important annual event for the Association, as it provides us an opportunity to summarise and present the year's activities, as well as take questions from attendees about the Association's projects and priorities.

At the meeting we also welcomed the return of Committee Members, who nominated themselves to continue on the Committee of Management.

Mary Gurry - President
Anthony Simpson - Vice President
Victoria (Vicki) Jacgung - Treasurer
Tony Gargaro - Secretary
Monica Dionisio
Will Ewing
Onur Kurt
Renaë Maxwell
David Wei

I want to take this time to also thank our previous Committee Members – as their continued work and dedication towards the Association was of great assistance as we navigated the past 12 months.

We look forward to what we hope to be a more normal festive season, with restrictions no longer a factor for most of our business community.



GRAFFITI UPDATE

At our most recent Committee Meeting the subject of Graffiti was again a big topic. Having now received all quotes for the removal of level 1 graffiti, the Association has started to look at options it has to move forward with.

Following a group review, we have decided to establish a Sub-Committee, so that SRBA can have a dedicated meeting with Committee Members and finalise our next steps – which we will be able to update you with.

MERRI-BEK CITY COUNCIL EVENTS

Merri-bek Business Women's Network Coffee Conversations

Next meeting: Tuesday 6 December, 10:00-11:30am

Meetings are held across the municipality, either in cafes, co-working spaces, venues etc, on the first Tuesday of every month (March-Dec). This is a free event.

These meetings are open to all women in business or starting a business, providing them with an opportunity to meet and network.

Location for the next meeting is currently TBC, but be in the know by joining their FB group.



HOLIDAY SOCIAL MEDIA

It's beginning to look a lot like the festive season! Even if you don't partake in festive events, your customers might... so now is the time to start posting that festive content!



Would you believe people started holiday shopping earlier than ever this year? SEPTEMBER even!

We recommend having a scout around Pinterest & TikTok to find out what are popular searches, so you can hashtag your social media content with what is trending.

Also a spruce up of your website, ensuring you use those words in your SEO, so that when customers Google for those items, your website will pop up!

Stuck for ideas on what to post? Give these a whirl:

- Utilise memes from classic holiday flicks, eg Home Alone
- Feature your products in festive scenes such as gift wrapping, or unwrapping!
- Group products or services and share them as gift ideas for friends and family members
- Share your holiday opening hours
- Run a festive competition!
- Be sure to find trending holiday tunes to accompany your reels & video content!

BUSINESS FEATURES

- Tino in [Goodfood](#), [The Urban List](#), [Broadsheet](#), [Broadsheet 2nd](#), [Broadsheet 3rd](#)
- The Source Bulkfoods & Terra Madre in [Time Out](#)
- A1 Bakery & Choukette in [Broadsheet](#)
- Joey Smalls, Lobbs & Billy Van Creamy in [Broadsheet](#)
- The Cornish Arms in [Broadsheet](#)
- A1 Bakery in [Broadsheet](#)
- Stay Gold in [Broadsheet](#)
- The Bergy Seltzer in [Beat](#)
- Goodbyes in [Fashion Journal](#)
- Correspondences in [ArtsHub](#)

SOCIAL MEDIA TRAINING WITH SOPHIE MOON

It was great to have so many of you take up our one-on-one social media training with our expert contractor, Sophie Moon.

We hope everyone found the four sessions helpful and learnt many tips and tricks to assist with your online presence!



Sophie has now wrapped up her work with SRBA.

We look forward to delivering other opportunities for business development and training in the future.

FACES BEHIND THE SCENE: MORELAND PRECINCT

On Saturday 22 October the Sydney Road Brunswick Association held the Awards for this year's competition, with expert photographers Nicole Cleary, Penny Stephens, Chris Hopkins and Sarah Matray judging this year's entries.

Overall, the judges were hugely impressed with the outcomes by everyone. With the finished products truly capturing the character and heart of each subject.

After careful deliberation, the Judges awarded the following:

1st Prize: Katherine Jenkins

2nd Prize: Maite Arbidula

Honourable Mentions:

Adam Tucker, Kath Kelly & Pamela Kleemann-Passi

We'd like to thank the businesses, photographers and judges involved in the 2022 Faces Behind the Scene Photography Competition and Exhibition.

The exhibition hung in participating shop windows from Saturday 22 October to Saturday 5 November.

Want to see the photos? We've been slowly releasing all entries via our social media channels!



1st
Prize

Photographer: Katherine Jenkins
Business: Centrestage Costumes



2nd
Prize

Photographer: Maite Arbidula
Business: Balha's Pastry

PHOTOSHOOT: BUSINESS SERVICES & FESTIVE

We wanted to extend our thanks to all those who were involved in our most recent photoshoot, which will be used in creating the 2022-2023 Business & Health Services Guide.

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



G & J Glass @485



Vox Singing Academy @650

FESTIVE SEASON — CALL FOR CONTENT

Are you doing something special for the festive season? Maybe a sale; a unique performance line-up; drink deals, or unique drink experiences; Christmas Day breakfast lunch, afternoon tea or dinner; New Year's Eve or Day celebrations; festive cake or dessert specials, catering or more? We want to hear from you!

We are currently creating our "Sip, Savour and Spend on Sydney Road Brunswick" wrap-up and would love to include your business's offering! Send us an email to info@sydneyroad.com.au to be included.

UPCOMING EVENTS

FESTIVE ART ON WINDOWS & SPECIAL SATURDAYS

In recent weeks we reached out to traders in our Anstey and Jewell Precincts, and artists respectively, so we could once again team them up for our much-loved Festive Art on Windows program.

Entries have now closed for artist applications, and shops will be teamed up with artists shortly. Participating businesses in Anstey will be notified of their artist Tuesday 15th Nov and participating businesses in Jewell will be notified 22nd Nov.

Painting dates are:

ANSTEY: Saturday 26 November, 10am-4pm

JEWELL: Saturday 3 December, 10am-4pm

On those dates, SRBA will also host a table selling Sydney Road Brunswick merchandise (tees, totes, puzzles), and we will be organising festive roaming entertainment for those dates and more through December. Stay tuned!



MELBOURNE WEDDING AND BRIDE EXPO

Sydney Road Brunswick will again be exhibiting at the Melbourne Wedding and Bride Expo, which will be held on Sunday 15 January at Melbourne Showgrounds.

Last year, even with COVID-19 restrictions, we were able to successfully exhibit in front of the 1500+ attendees to the event - gaining over 200 email addresses and handing out hundreds of our Sydney Road Brunswick Bridal brochures (which we will be updating very soon so that we are handing out the most up to date information).

In preparation for the 2023 event, we will again be creating a display that demonstrates the diversity of our precinct's offering! If you would like to be included, please let us know.

We will be looking to include as many businesses as we can for the day that will likely welcome over 4,000 attendees.



NEW BUSINESSES (past 12 months)

BETTER WITH FRIENDS @209

The epitome of zen-like shopping experiences can be had at Better with Friends, our latest giftwares & clothing store at 209. Here you can browse local and international artists' and designers' wares in the form of clothing, jewellery, candles, accessories and more. Rebecca, who is a talented artist and jeweller herself, has considered each addition to the store in-line with sustainable and ethical brands and concepts. And it is because of this reason that Better with Friends was a stop on our Slow Fashion Tours in July.

Visit this store, and enjoy it best, with friends.

A LITTLE ROOM FOR ICECREAM @420

At A Little Room For Ice Cream, they just love ice cream. They love making it because they love eating it. Their dear little shopfront, located in the same building as Penny's Bandroom, opened at the end of 2021. If you like good old-fashioned, unpretentious ice cream served by friendly people, pop by and have an ice cream with them. Because you've always got a little room for ice cream.

MY SOUVLAKI STORY @452

My Souvlaki Story serves up an array of delicious, authentic and traditional Hellenic dishes.

Coupled with amazing fresh salads, delectable dips and sensational charcoal chicken – this gem is located in the heart of the strip and a must try for everyone.

HEELAN'S AFRICAN CUISINE @571

Mako, the talented Chef of Heelan's, offers traditional African and Ethiopian cuisine, served in style with authenticity and plenty of flavour.

All main dishes are served generously with the choice of rice or pasta; chicken, lamb, beef or goat. Additionally, enjoy servings of injera – a traditional sour fermented flatbread, completing the tantalising taste experience.

If the food offering wasn't enough to win you over, you can also relish a delicious cup of traditional Ethiopian coffee, robust and well rounded.

BAGELS & CO @627

Bagels & Co offers coffee & freshly made to order American style bagels with a modern Mediterranean twist. Vegan, Vegetarian, Gluten free & Halal options are available.

REJUVENATION MASSAGE BRUNSWICK @859

Sydney Road Brunswick welcomes the latest massage clinic, located in our Moreland precinct.

Leading into the festive season, Rejuvenation Massage are on hand to provide a relaxing experience for your mind, body, and spirit.

The team understand the importance of self-care and, as they say "Massage day is the best day of the week".

