

NEWSLETTER - FEBRUARY 2023

SYDNEY EST. 1992
Brunswick **ROAD**
ASSOCIATION



**ARE YOU READY
FOR THE**

STREET PARTY?

With the 2023 Sydney Road Street Party just around the corner, there is a hive of activity behind the scenes to make sure it's a cracker of a return!

There are a number of new businesses that haven't experienced a Street Party of this scale - so please feel free to reach out if you have any questions.

Please note that stallholder applications, via the event organiser (Merri-bek City Council) have now closed. But! You are more than welcome to trade on the Sunday, regardless of whether you have a stall out front or not.

Next meeting: 9th February 6pm, SRBA Hub @454

WWW.SYDNEYROAD.COM.AU [SYDNEYROADBRUNSWICK](https://www.facebook.com/sydneyroadbrunswick) [#SYDNEYROADBRUNSWICK](https://www.instagram.com/sydneyroadbrunswick)
454 Sydney Road, Brunswick, VIC | Ph: 9380 2005 | info@sydneyroad.com.au

A NOTE FROM SRBA Manager: Troy Stuchbree

Over the past few months, the Sydney Road Brunswick Association (SRBA) has been working with Council in the renewal of our Association for another 5 years (2023 to 2028). This is a normal process that we go through every 5 years, and a great way for us to reflect, adapt and plan for the years to come.

SRBA has successfully operated for over 30 years now, and we look forward to continuing to deliver for you and the Sydney Road Brunswick precinct.

As part of this process, as we are contracted via Council, you will soon receive a letter from Merri-bek City Council to advise you of our intention to renew (known formally as a Notice of Intention to Declare a Special Charge Scheme). As part of this letter, you will be advised of your opportunity to make a written submission (deadline 5pm, Monday 6 March), as well as your estimate Levy payment. Please note that this is not a new fee – rather a continuation of a fee that already appears as part of your rates notice. Please also note that this letter is information only and not a bill.

The Levy provides SRBA with the funds to complete the exciting visitation and business development projects that we deliver for you throughout the year. These include projects such as the Festive Art on Windows Program, our various guides such as the Eating & Venue Guide, advertising (online, in print and on street), and business development opportunities such as social media training.

Importantly, SRBA also delivers a united voice for advocacy on topics of importance to Sydney Road Brunswick. This will soon play a vital role in the lead up to the Level Crossing Removal Project taking place just behind Sydney Road Brunswick.

Copies of the renewal (known formally as a proposed declaration of the Special Charge) and detailed plan are available for inspection at:

- Merri-bek Civic Centre, 90 Bell St, Coburg
- Brunswick Customer Service Centre, 233 Sydney Rd Brunswick
- Brunswick Library, corner Sydney Rd and Dawson St, Brunswick

You can also view the Notice under the News section of the Merri-bek City Council website (merri-bek.vic.gov.au).

If you have any questions about SRBA, please do not hesitate to contact me on 9380 2005 or info@sydneyroad.com.au



SINGLE USE PLASTIC BAN

From 1 February 2023, the Victorian Govt is introducing a single-use plastics ban that all businesses must follow.

Items that are included in the ban are as follows:

- Single-use plastic drinking straws & drink stirrers
- Single-use plastic cutlery & plastic plates
- Single-use plastic cotton buds
- Food service items & cups made from expanded polystyrene

The ban includes items wholly or partly made of plastic, including biodegradable, degradable, renewable, and bio-based plastics.

For more information, see: vic.gov.au/single-use-plastics

BUSINESS FEATURES

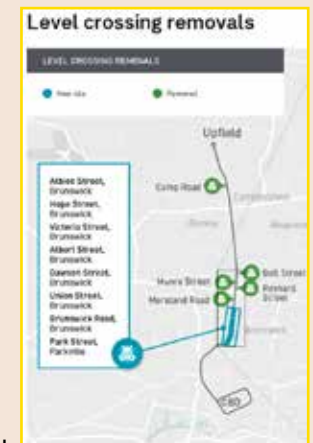
- Billy Van Creamy in [Concrete Playground](#) & [Time Out](#)
- NONO in [Concrete Playground](#), [The Urban List](#), [Beat](#), [The Brag](#) & [Forte Mag](#)
- Cornish Arms in [Boss Hunting](#)
- Savers in [The Urban List](#)
- Goodbyes in [Broadsheet](#)
- Stay Gold in [Concrete Playground](#)
- Brunswick Ballroom in [Beat](#)
- My Aeon in [Beat](#)
- Market Lane Coffee in [Broadsheet](#)
- Maalu Maalu in [Broadsheet](#)
- A1 Bakery, Balha's Pastry & Mamma Boy's Trattoria in [The Guardian](#)
- Brunswick Artists' Bar in [Beat](#)

BRUNSWICK LEVEL CROSSING REMOVAL PROJECT

The State Government announced in September that 8 level crossings in Brunswick will be removed over the coming years, to allow for the elevated rail to continue from Moreland Road to Park Street. This project is set to start in 2024 and be completed by 2027.

Level crossings that will be removed to create the elevated rail are:

- Albion Street, Brunswick
- Hope Street, Brunswick
- Victoria Street, Brunswick
- Albert Street, Brunswick
- Dawson Street, Brunswick
- Union Street, Brunswick
- Brunswick Road, Brunswick
- Park Street, Parkville



As an Association, we understand that this (once completed) presents several positive outcomes for the Brunswick area – but we are also aware that this project will directly and indirectly impact the Sydney Road Brunswick precinct during the construction phase, which will take place over a number of years.

SRBA want to assure you that we will advocate for the precinct and the best interests of our business community in the coming months – to make sure that all necessary parties are aware of our concerns, considerations, and recommendations. We will be advocating for outcomes that maintain economic sustainability for our precinct and businesses.

SRBA will keep you up to date with key activities and announcements for this project.



SMALL BUSINESS BUS

The Vic Govt's Small Business Bus will be at the Brunswick Town Hall on Thursday 27 April, from 10am to 4pm.

This is a great opportunity if you have any questions or are looking for support – not only through gov't resources but also from expert advisors and business councillors.

Sessions are free, but you will need to book a place! business.vic.gov.au/learning-and-advice/workshops-and-small-business-bus

GRAFFITI UPDATE

SRBA has continued to discuss graffiti removal and reporting with the Brunswick Police Station and other third parties.

With the 2023 Sydney Road Street Party taking place on Sunday 5 March, we want to make sure the precinct is looking its best!

Following a review of the Association's options – SRBA's Committee of Management have agreed to focus the Association's graffiti cleaning efforts on ground level shopfronts, instead of level 1. This is a result of extensive research and consultation, which indicated level 1 as not being feasible for the Association.

SRBA have created a list of all the addresses along Sydney Road Brunswick, where graffiti exists. We will be focusing our efforts on severe cases as the priority.

Businesses with severe cases of graffiti will be contacted, notifying them of our intention to arrange the graffiti's removal. This service will be arranged and paid for by the Association, with assistance of some funds received from Council, via the State Govt's Outdoor Activation Fund.

If you would like to have your shopfront graffiti considered as a priority, contact us to discuss.



GRAFFITI REPORTING

SRBA now reports graffiti directly to the Brunswick Police Station. So far, these efforts have resulted in 3 offenders being apprehended.

If graffiti takes place at your business, email info@sydneyroad.com.au with your business name and the date it happened. We will report it for you.

FREE RESOURCES FOR CLEANING GRAFFITI

Merri-bek City Council have existing solutions for graffiti management. You can get FREE paint vouchers and FREE graffiti removal kits to assist you in keeping a clean shopfront.

These are easy to get, so please contact Merri-bek City Council on 9240 1111 or scan the QR code to complete a short online form to arrange yours.



SNAP SEND SOLVE

Have you seen a stray shopping trolley, dumped rubbish, illegal parking, broken public amenities, blocked drains or similar? Report it with Snap Send Solve!

An easy-to-use smart phone app that allows you to easily report the above and more, sends the issue to the right person and updates you on the progress of the report.

Scan the QR Code to download the app!



FESTIVE ART ON WINDOWS

A massive thank you to all businesses that were part of our 2022 Festive Art on Windows, which saw over 30 artists create festive illustrations on over 40 shopfront windows. This program delivers a truly unique perspective for the festive season and is loved by customers and visitors alike.

2023 MELBOURNE WEDDING AND BRIDE EXPO

Thank you to all the businesses that contributed towards the Sydney Road Brunswick Bridal Precinct's presence at the 2023 Melbourne Wedding & Bride Expo! The event welcomed



almost 1900 attendees, of which we gained over 150 email addresses for a bridal database which were sent special offers from participating businesses. At the event we also gave out over 300 of the new 2023 Wedding & Bridal Guide.

UPCOMING EVENTS

2023 SYDNEY ROAD STREET PARTY

It's now under 1 month until the return of the Sydney Road Street Party! We will have a stall to promote the precinct, as well as selling our always popular totes and tees. We will also be promoting our consumer email database, to grow our reach and audience.

This year, we are also delivering a Community Stage down at Wilson Avenue. The Stage will showcase performances from Sydney Road Brunswick businesses, local schools as well as community groups!

Additionally, we will be arranging for roaming entertainment and activity – adding to the overall excitement and engagement of the day.

If you have any questions about the Sydney Road Street Party, please reach out.

HISTORICAL WALKING TOURS

The Historical Walking Tours will return this year, after a sellout 2022. They have proved to be a great way to communicate the significance of Sydney Road Brunswick, tell interesting tales of the previous and current businesses along Sydney Road Brunswick, and highlight some of the many marvels of our precinct that either still exist or are a memory from the past.

NETWORKING NIGHT

Save the date! Following the huge success of our first networking night last year, we will be holding another one at 454 Sydney Road Brunswick on Tuesday 28 February!



NEW BUSINESSES (past 12 months)

ALL ABOUT LINEN @BARKLY SQUARE

Comfortable, soft, breathable, stylish & affordable - All About Linen has just that, and more; and can help you with some interior re-decorating!

Here you can upgrade your bedroom linens, restyle your bathroom towels, find little homewares to add intrigue and complete your home.

Make your home a haven with products from All About Linen.

FANTASTIC VARIETY @118

Have you yet experienced the fantastic variety in Fantastic Variety Brunswick?

From party supplies to pet toys to fun vases and gift wrapping bits n bobs- they've got it all.

Your one stop shop for any occasion, and any budget! You're sure to find something you'll love in the purple and yellow building!

BLUE OCEAN MASSAGE @423

Blue Ocean Massage is honoured to offer you the meditation atmosphere and all treatments inspired by traditional Chinese healing philosophies.

The peacefulness of your own space enables you to indulge your senses, soothe your body, revitalize your spirit and create a peaceful mind.

Book in for a massage (including full body), deep tissue oil massage and/or foot reflexology.

MISS BELLA BRIDAL @517

Miss Bella Bridal prides itself on offering brides-to-be affordable bridal gowns that do not compromise on quality or style. Size inclusivity is important to them, which is why their sample gowns in store are sizes 4-36.

At Miss Bella Bridal, they also offer in-house alterations, with a talented team of seamstresses and dressmakers, meaning they can be there during your journey from start to finish.

Whether your wedding is in 12 months time or 12 days time, Miss Bella Bridal is here to help!

BOSS FADE @2/597-605

Recently established at the corner of Anstey Walk is a new addition to Sydney Road Brunswick's repertoire of Barber aficionados, Boss Fade.

Whether it's a tip top trim, a phenomenal fade or a cut above the rest - you can trust in their trimmers.

With glowing reviews rolling out the door, they deliver just as their name suggests and then some.

SWEET NATA @871

Sweet by name and sweet by nature, Sweet Nata is a unique cafe located in our Moreland Precinct.

Made from scratch and baked fresh onsite, Sweet Nata specialise in the famed and ever-adored Portuguese custard tarts; currently taking Melbourne by storm.

Along with the traditional lemon and cinnamon custard cream, they have an array of mouth-watering flavours including wild sour cherry and Nutella.

