

NEWSLETTER - MARCH 2023

SYDNEY *E.1992*
Brunswick ROAD
ASSOCIATION



A GRAFFITI UPDATE

In the lead up to the Sydney Road Street Party, SRBA worked with Nifty Solutions to remove the graffiti from 61 severely impacted addresses between Brunswick Road and Victoria Street.

The graffiti removal program officially started in the first week of February and went up until the Friday before the Street Party. Already, the results from the clean-up have made a massive difference in the overall strip!

**Works from Victoria St to Moreland Rd will start later this month.
More on this topic inside.**

Next meeting: 11th April 6pm, SRBA Hub @454

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LEVEL CROSSING REMOVAL PROJECT: UPDATE

Recently, the Sydney Road Brunswick Association attended all of the Roundtable discussions that took place in regards to the Brunswick Level Crossing Removal Project, which concluded with a Public Meeting that was held on Thursday 2 March at the Brunswick Town Hall.

Many of the attending public quickly brought the attention of the meeting to Sydney Road Brunswick – during which Council were asked questions and heard statements about the public's thoughts that Sydney Road Brunswick should have protected bike lanes to support the closure of the Upfield Shared User Path during the construction of the Level Crossing Removal Project.

Conversations such as this are concerning as it threatens economic stability, especially whilst many are still, and will still be, recovering from impacts of the COVID-19 pandemic.

In the lead up to the Level Crossing Removal Project, SRBA has been gathering data to gain a stronger and broader understanding of how the precinct is used and accessed – so that we can address the above topics with factual and current information. In short, some of those stats are:

CAR PARKS

Sydney Road, between Brunswick Road to Moreland Road, has over 400 car spaces

Between Brunswick Road and Moreland Road there are 23 parking lots of various size, with a total of approximately 1,700 spaces available – but of those 1,700:

- * 1,100 car spaces exist for established reasons, such as Barkly Square, Woolworths and ALDI, which means they by default fill with customers for those areas.
- * Only 600 car spaces exist for general use along the 2.5km stretch of shopping strip, which increases to just over 1,000 when counting parking on Sydney Rd Brunswick

CUSTOMER USE OF SYDNEY ROAD

In SRBA's 2022 Customer Survey, the results showed that:

- * 49.48% of respondents identified as Local Residents, living between 0-2km from Sydney Rd Brunswick
- * 43.3% of respondents got to Sydney Rd Brunswick via car
- * 36.08% of respondents got to Sydney Rd Brunswick via walking
- * 2-5% of respondents got to Sydney Rd Brunswick via bike or public transport

WORKERS ACCESS TO SYDNEY ROAD

In SRBA's 2021 Worker Survey in response to the sale of Wilkinson Car Park, 62% of workers surveyed parked a car to get to work.

We worry that removing parking on Sydney Road Brunswick will mean that there isn't enough fit-for-purpose parking in and around the precinct to support the current demand from customers and workers.

OPPORTUNITIES

We understand, and will advocate for, the many opportunities the LXP has the potential to bring forward for the greater precinct, such as:

- * more greener spaces and amenity between Sydney Rd Brunswick and the rail line;
- * increased and safer access routes for bikes and walking between the rail corridor and Sydney Rd Brunswick;
- * increased opportunity for public art and community spaces between the rail corridor



INTERNATIONAL WOMEN'S DAY

To celebrate International Women's Day 2023, the Sydney Road Brunswick Association chose to #EmbraceEquity!

We paired up with 7 female-led businesses from the four different areas that make up our unique business mix on Sydney Road Brunswick (retail, bridal, business services and food, drink & fun) to share their unique business offering, the story behind their business and what International Women's Day means to them.

In the days leading up to the celebration on March 8th, we released 7 female-led business highlights on our [Facebook](#) & [Instagram](#) accounts, ending with a group post on March 8.

The posts were hugely successful for this first time project, with each Instagram Reel receiving between 1100-3200 views.

Where permitting we'd love to run similar projects again.

If any businesses are interested in a feature of this nature in the interim, please reach out to info@sydneyroad.com.au



BUSINESS FEATURES

- Red Betty in [Beat](#)
- Wild Life Bakery in [The Urban List](#)
- Small Axe Deli in [Broadsheet](#)
- Bergy Seltzer in [Beat](#)

GRAFFITI UPDATE CONTINUED...

The graffiti clean-up works were launched in response to the impacts that illegal graffiti was having on the precinct, and the perception it gave. New businesses are calling Sydney Road Brunswick home and this graffiti removal project will continue to showcase the opportunity and prospect of the precinct.

Additionally, cleaner streets assist in communicating a safe environment for all who enjoy Sydney Road Brunswick.

It's important to note that as a business on Sydney Road Brunswick, we each have a part to play in the continual maintenance of shopfronts. If we each do our little bit, the overall is greatly improved.

Please don't think you are in this alone either. We can be called on for advice and can assist you in getting FREE paint vouchers and FREE graffiti removal kits from Merri-bek City Council.

Graffiti removal works from Victoria St to Moreland Rd will start from Monday 20 March. Businesses who are severely impacted by graffiti on their ground level shopfront will receive a notice of our intention to have the graffiti removed.

FREE RAT TESTS

Free RAT tests are available for businesses and are able to be collected from the Brunswick Town Hall until the end of June 2023. This initiative is being delivered by Council and supported by Government. Please feel free to drop by and collect a box if needed.

BUSINESS SURVEYS

Later this month we will be starting our annual business surveys, which go out to all businesses on Sydney Road Brunswick. These surveys are a great way to inform SRBA of how you are going and measure the value of what we deliver to businesses and the precinct.

The survey will only take a couple of minutes and we encourage your attention to complete them to the best of your ability. This ensures we remain delivering on the items that are important to you and your business.

The survey also provides you with the opportunity to highlight any concerns you may have.

CUSTOMER SURVEYS

Later this month we will also start to gather data from Customer Surveys, which we do at random along Sydney Road Brunswick to maintain up to date with how customers are accessing, supporting and experiencing the precinct. This data is integral to SRBA as we plan for future programs, initiatives, and use its data for advocacy, where able.

WINDOW SPRING CLEAN

There has been a lot of communications and posters distributed for different things along the strip. Some of the purposes and jobs of these posters are now complete or no longer required, so we will pop in over the coming month to let you know what posters (if any) can be removed from your shopfront windows.

BRUNSWICK JAZZ NIGHTS

The final 2 sessions of the Brunswick Jazz Nights, held in Sparta Place, were delivered on the 3rd and 10th of March, creating a highly incentivising opportunity for customers to discover in and around Sparta Place. Attendees and passers-by to the event came from near and far to not only enjoy the talent, but experience the exceptional food and drink in the area.



NETWORKING NIGHT

A big thank you to those that were able to attend our Networking Night held on Tuesday 28 February at our Hub!

It was great to see every one there; wonderful to be able to chat to you; and importantly, excellent to have you meet other traders on Sydney Road Brunswick.



Keep an eye out as we will be hosting another one in a couple of months time!

UPCOMING EVENTS

HISTORICAL TOURS

Following the success of our 2022 Historical Walking Tours, delivered with the Brunswick Community History Group, we are again delivering them for 2023 and off to a strong start with tickets likely to sell-out again! These tours are a great way for SRBA to demonstrate the economic significance of the precinct's present time, and past time.

Additionally, through its walking nature along the precinct, customers see new businesses and discuss their favourite go-to's creating organic promoters for word of mouth!



EASTER EGG HUNT

It's time for our highly popular Easter Egg Hunt along Sydney Road Brunswick, where we have 30 participating shopfronts display an easter egg graphic for customers to find! This program received over 80 entries in 2022 over the 8 day competition duration (that's over 10 entries per day!). If you would like to be part of the Easter Egg Hunt and display an egg graphic, please let us know by Monday 20 March.



EASTER POP-UP ACTIVATION

Following the success of 2022's Easter Activation at Barkly Square Shopping Centre, we will again be popping up in their Laneway with kids crafts, face painting, chalk drawings, the Easter Bunny and of course a Sydney Road Brunswick stand promoting the precinct and also promoting the Easter Egg Hunt!



BRUNSWICK BALL

Following the success of our Vintage Ball held in May 2022, we are delighted to announce that planning has started for a Brunswick Ball, to take place in June 2023.



2023 Sydney Road Street Party! What. A. Day.



How great was it to welcome the 2023 Sydney Road Street Party back to Sydney Road Brunswick, with ideal weather too.

Over the course of the day, thousands poured onto Sydney Road Brunswick, entertained by the 8 stages, roaming entertainment, free activities and 150 stall holders!

To all the businesses that were open and trading on the Street Party day, we trust you were able to make the most of this opportunity.

Above are just some of the pictures captured on the day.