

NEWSLETTER - APRIL 2023

SYDNEY *E.1992*
Brunswick ROAD
ASSOCIATION



BRUNSWICK BALL

15 JUNE 2023

INTRODUCING THE BRUNSWICK BALL!

Following the success of the Vintage Ball in 2022, we are excited to announce its evolution into the Brunswick Ball! Which will become an annual event on the Sydney Road Brunswick calendar with an ever-changing theme and band collaboration.

This year, we're excited to announce Jazz Party as the feature, along with special entertainment and all the trimmings.

Designed to showcase the unique flavours of Sydney Road Brunswick, the event will encourage spend within the precinct in the lead up to the event.

Next meeting: 9th May 6pm, Location TBC

WWW.SYDNEYROAD.COM.AU [SYDNEYROADBRUNSWICK](https://www.facebook.com/sydneyroadbrunswick) [#SYDNEYROADBRUNSWICK](https://www.instagram.com/sydneyroadbrunswick)
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A NOTE FROM SRBA MANAGER: Troy Stuchbree

SPECIAL LEVY RENEWAL

We thank you for your continued support whilst the Association goes through its renewal process (which takes place every 5 years).

Currently the Association is in the final stages of the renewal process, with the final decision taking place on May 10 at the Merri-bek Council Meeting. Once this meeting takes place, all businesses that come under our umbrella will receive a letter to advise of the outcome.

With important advocacy works currently taking place regarding the Level Crossing Removal Project, along with our continual marketing and business development support, we look forward to delivering for another 5 years and assisting you.

LEVEL CROSSING REMOVAL PROJECT

At the last Council Meeting held in April, I read a statement to Council regarding their Reshaping Brunswick paper (which they will use in discussions with State Government).

The paper represented the collective themes and topics that came out of the Council led engagement process that took place earlier this year, and also discussed at length the opportunity to revitalise Sydney Road over an extended period of time (in response to some of the themes). As part of this, accessibility was a large element, with protected bike lanes one of the specific items.

SRBA supports the need for Sydney Road Brunswick to be accessible and viable as a place for everyone to experience (which was reflected in the statement), but we oppose the introduction of protected bike lanes specifically because the parking infrastructure around Sydney Road Brunswick simply wouldn't be able to cater to the increased demand (which would result from on-street parking removal). A full statement regarding this is included in the newsletter email you will receive. SRBA's advocacy towards the economic viability of the precinct is ongoing and will continue to take place over the coming months.



2023 EATING & VENUE GUIDE

The Eating & Venue Guide went through a business content refresh at the start of this year, and was released at the 2023 Sydney Road Street Party. The Guide showcases over 150 food, drink & fun businesses, and provides customers with an easy to navigate piece for planning their next food experiences in our precinct.

In launching the 2023 Guide, SRBA took out a full page advert in Beat Magazine, as well as promoted it via Brunswick Music Festival's social media and online channels.

To date, the 2023 Guide has been downloaded from the website 96 times, viewed online 185 times and importantly, just over 2200 copies have already gone out to businesses and customers.



SHARING EACHOTHER'S CONTENT

Sharing is caring is the commonly known phrase, but did you know quite how helpful caring and sharing can be between businesses via social media?



Sharing another business's social media content will most definitely increase the visibility of the original video when done correctly (via the original platform). And if you share another business's video via your channels, they will likely share your videos back!

Form friendships and bonds with businesses you wish to support, and together you can increase eachothers' visibility without incurring any fees... sounds like a win-win to me.

When SRBA curate content about your business, it is highly recommended that you share the content via your own channels, as this is content especially created for you and your business, and sharing it will benefit your business.



BE INVOLVED - VIDEO AT BRUNSWICK BALL

Veronica will be creating a video to loop at the Brunswick Ball, compiled of videos and stills that have been curated and captured by us.

If you'd like your business featured in the form of a video or still, reach out to Veronica by Thursday 4 May to be considered for inclusion. Limited spaces available.

BE INVOLVED - TOTE BAGS AT BRUNSWICK BALL

As part of the Brunswick Ball, we invite you to contribute to the promotional bags that will be given out at the event. Examples of inclusions may be: promotional flyer, discount offer, product sample, or something a bit more unique. Please reach out if you would like to contribute.

BUSINESS FEATURES

- Good Days in [Broadsheet](#) & [Broadsheet](#) (again)
- Tiba's & Balha's in [Timeout](#)
- Goodbyes in [Broadsheet](#)
- Sarah Sands in [3aw](#)
- Wild Life Superette in [The Age](#)
- The Bergy Bandroom in [Broadsheet](#)
- Brunswick Ballroom in [Star Observer](#)
- Mediterranean Wholesalers in [Broadsheet](#)

2023 BUSINESS SURVEY

This year's business survey collection has seen the Association receive 120 responses from our 525 business base, which equals about 22%. This sample size will be able to provide SRBA with a current snapshot of the economic environment and outline any trends from previous years – which assist with forecasting support areas.

SRBA will provide a snapshot of the data received soon, along with potential ways to overcome any downward trends.

2023 CUSTOMER SURVEYS

Running at the same time as the Business Survey, SRBA has also been collecting customer surveys from random visitors to the precinct, to get an understanding of who they are, why they're on Sydney Road Brunswick and how they perceive certain topics connected to the precinct.

This data is integral to SRBA, as it allows us to understand who our current shoppers are, and their personal habits and journeys.

A snapshot of this data will be shared with you also.



HYPERLOCAL CAMPAIGN- SIP, SAVOUR & SUPPORT SYDNEY ROAD BRUNSWICK

Every year, Mainstreet Australia (who advocate for main streets like Sydney Road Brunswick) run a campaign called Main Streets of Australia Week (from 15 May to 21 May), which is designed to highlight the importance of business communities and supporting local.

This year, we are launching a hyperlocal campaign within the suburbs of Brunswick, Brunswick West, and Brunswick East – calling on the locals to tell us which Sydney Road Brunswick business they love and why! With distribution to over 15,000 local residents and a concurrent stream taking place along Sydney Road Brunswick (to capture a wider audience), we look forward to receiving responses from not only locals, but also those that visit us regularly from further away.

The information collected will be funnelled into a Sip, Savour & Support Sydney Road Brunswick campaign, which we see as vital given the continued economic uncertainty and likely strain in the coming years due to the Level Crossing Removal Project and disruptions that will take place.



EASTER EGG HUNT & EVENT

In the lead up to Easter, SRBA delivered its annual Easter Egg Hunt along Sydney Road Brunswick – which this year achieved 51 entries from customers in the area.

The purpose of the annual Easter Egg Hunt is to encourage shop discovery and precinct awareness, as customers are asked to find 5 of the Easter eggs in 5 of 30 participating shopfront windows. Spread along the entirety of Sydney Road Brunswick, this competition did just that, with 1 winning participant specifically noting how great it was to see new businesses that she wasn't aware of. So, thank you to all businesses that participated in the 2023 program.

On the final weekend of the Easter Egg Hunt, SRBA worked with Barkly Square Centre Management to deliver an Easter activation at The Laneway, within the Shopping Complex. This year the activation had kids craft activities, face painting, 2 Easter bunnies and strong promotion of the Easter Egg Hunt.

Over the course of the day, the Activation saw over 70 kids engage with the craft activities and around 60 kids have their face painted. During this time, SRBA promoted the Easter Egg Hunt as well as Sydney Road Brunswick's general offering, with our collateral and select promotional items also available for sale.



RAMADAN HAMPER GIVEAWAY

In celebration of Eid al Fitr, SRBA contributed to the breaking of fast with a hamper filled with tasty goodies from some halal businesses on Sydney Road Brunswick.

The hamper contained housemade baklava and delicious Turkish delight from Alasya Bakery, mixed dried fruit and Aghaei (traditional Iranian sweets) from Hyper Panda, Saudi medjool dates from Hayat Grocers, vouchers from Madina Halal Meats, and was all wrapped in a beautiful scarf from Hudan Boutique.

To enter the giveaway, people were asked to like the post on Facebook or Instagram and tag a friend they'd share the hamper with. We received 54 entries (+82 likes) on Instagram and a further 2 entries via Facebook (+11 likes). A further 1900 viewed the post on Instagram and 750 on Facebook.

One lucky winner was gifted the hamper (Julia C.) after being picked via random selection using a random number generator.



We wish all who observed Eid, Ramadan Mubarak.

UPCOMING EVENTS

MAY NETWORKING NIGHT

Networking nights are the perfect platform to meet other businesses from Sydney Road Brunswick and enjoy a drink or two with food.

Our next Networking Night will take place from 6pm to 8pm on Monday 15 May.

Stay tuned. Formal invite and more information to come.

NEW BUSINESSES (past 12 months)

CORRESPONDENCES @39

correspondences is a social art enterprise specialising in creative residencies, exhibitions, events and specialty retail and hospitality experiences. Their passion is connecting people from different disciplines, generations and cultural backgrounds to create lasting social connections through the medium of art. Discover their latest exhibit; shop for books, art or craft; join a conversation; performance or workshop with an artist, musician or writer; borrow a library book or stage an event - all while enjoying their intimately crafted in-house café/bar service.
Image credit: Ali McCann

SHAPE FINANCE @1/177A

Shape Finance is a specialist finance brokerage servicing clients in search of plant and equipment loans, residential home loans and commercial loans.

They provide sound financial solutions and the best advice for your current financial needs, making the entire lending process as seamless as possible, and finding the right loan to suit your needs with their choice of over 40 banks and private lenders. Your local Brunswick business servicing clients across Australia.

CLUB LIME @362-366

Club Lime Brunswick is your fitness haven! Priding themselves on their modern-style fitness clubs which are stacked to the nines with weights, cardio, and functional equipment.

At Club Lime, fitness is a lifestyle; offering 24/7 access, with flexible membership options for everyone from the fitness rookie to enthusiast.

Swing by and check them out!

SEMOSH MUM'S KITCHEN @451

Operating from the kitchen of Laila Reception, Semosh Mum's Kitchen brings incredible flavour to your dinner table with daily prepared, fresh, quality, tasty and authentic Mediterranean food.

Semosh Mum's Kitchen, exclusively a takeaway offering, started during the height of the COVID-19 Pandemic as a business pivot, and has since become a loved food offering on Sydney Road Brunswick with continual demand for their authentic food experiences.

CARPE VINUM @601

Explore Anstey Walk, and at the end you'll find a gender neutral barber shop; Carpe Vinum. Tania has created an aesthetically pleasing and comfortable space here. So, Seize the Day (or Wine, as the case may be) for your next cut. Now offering pay it forward so all people can access their services; and low sensory mornings for those requesting such.

WHOLEFOODS UNWRAPPED COLLECTIVE @869

Wholefoods Unwrapped Collective (WUC) is a group of likeminded Merri-bek residents, intent on wholefood shopping differently! Every week staff volunteers portion their produce from bulk containers into stainless steel Returnrs (Returnr.org).

Incredibly, in the 2 years since its inception, WUC has diverted from landfill and recycling approximately 6.6 tons of plastic and 5.7 tons of cardboard and paper! Their community and environmental ideals are unparalleled and they're a beautiful group to be a part of.

