

NEWSLETTER - NOVEMBER 2023

SYDNEY EST. 1992
Brunswick ROAD
ASSOCIATION





LOCALISE THE LOVE

SBRA has been working on, and recently launched, its *Localise the Love* campaign, running from November 1 until the end of the year – which focuses on a conversation around Sydney Road Brunswick locals and lovers from afar, supporting our businesses in the lead up to the festive season.

Coverage of this includes a strong focus on social media video content, booked bill posters and radio to communicate emotive and personable connection. This campaign will also call on the 80+ responses SRBA received earlier this year, with consumers nominating their favourite businesses and why.

It's never been more important to spend and love locally. Let's localise the love.

Next meeting: 14th November 6pm, SRBA Hub @454

WWW.SYDNEYROAD.COM.AU SYDNEYROADBRUNSWICK  #SYDNEYROADBRUNSWICK 
454 Sydney Road, Brunswick, VIC | Ph: 9380 2005 | info@sydneyroad.com.au

A NOTE FROM SRBA MANAGER: Troy Stuchbree

Welcome 2023-24 Committee of Management.

Following SRBA's Annual General Meeting, the Association held its first Committee Meeting with the 2023/24 Sydney Road Brunswick Association Committee of Management!

SBRA welcomes ongoing and new Committee Members:

- Mary Gurry, Centrestage Costumes (President)
- Anthony Simpson, The Source Bulk foods (Vice President)
- Will Ewing, Brunswick Ballroom (Treasurer)
- Tony Gargaro, Property Owner (Secretary)
- Onur Kurt, OK Pop-Up
- Monica Dionisio, Property Owner
- Renae Maxwell, Record Paradise
- Ashley Blyth, PPM Finance
- Albert Sikkens, Mokum
- Julie Cini OAM, Miss Bella Bridal

The year ahead has a lot of exciting projects and challenges, and SRBA is confident that it will be able to meet all of them appropriately with this dedicated volunteer Committee.



MAXIMISING SALES WORKSHOP

On Wednesday 11 October, SRBA hosted 18 businesses in the Hub to participate in the Maximising Sales Workshop, led by marketing expert Ailsa Page of AP Marketing Works.

For those who participated in the workshop, the workshop was just the beginning, with each of them now able to work directly with Ailsa Page to get further guidance between now and December – all covered by the Association.

Understanding that not all businesses could make the workshop session, we have also worked with Ailsa Page to provide all businesses with a recorded run-through of her presentation, as well as all the worksheets that were provided on the night of the workshop.

The worksheets and supporting video will be able to give you tools to face the next few months head on, as well as support your marketing outside of the festive season. So please download them for future reference also.

The worksheets and video have been emailed to you already. If you would like it sent again, please let us know.



USING SOCIAL MEDIA TO MAXIMISE FESTIVE SEASON SPEND



As you may be aware, we are zooming towards the end of 2023... and with that, we are gladly zooming into the time of year where consumer spend is likely to increase.

Key events being, of course, Melbourne Cup, Christmas Day, Boxing Day and New Years. But don't forget the overall festive spirit at this time of the year that encourages spend through the longer daylight hours, the warmer weather, the closeness of the end of the year. All of this can create more opportunities to market your business.

No matter your business, there are ways to encourage higher spend during the festive season!

So, take this opportunity to brainstorm some ways to market your business with these key dates and the overall joy of this time of year in mind. And have some fun with it!

BUSINESS FEATURES

- Bergy Bandroom in [Beat](#)
- Walrus in [The Age](#)
- Better with Friends in [Fashion Journal](#)
- Madonna Electric in [Broadsheet](#)
- Egglab in [Broadsheet](#)
- Luther's Scoops in [Weekend Notes](#)
- Brunswick Ballroom in Concrete Playground

Links available in email version of newsletter.

BARKLY SQUARE 40TH BIRTHDAY

On Saturday 14th and Sunday 15th October 2023, Barkly Square celebrated their 40th Birthday since the grand opening in 1983! To commemorate the achievement, the centre hosted family fun for everyone to enjoy different treats and exciting moments.

On the Sunday, SRBA joined in the celebrations by selling our popular tees and puzzles and distributing our Eating & Venue Guide and Secondhand & Vintage Guide. We also exchanged free tote bags for consumer email addresses so that we can contact those consumers with future promotions on Sydney Road Brunswick.

SRBA collected 78 email addresses in total.



RMIT UNIVERSITY – BRUNSWICK CAMPUS – 2024 OPPORTUNITIES

The Association has been working with the events team at RMIT Brunswick to discuss opportunities for greater exposure and experience of Sydney Road Brunswick, both with their current and prospective students that attend the Brunswick Campus.

RMIT Brunswick, located on Dawson Street just 250 metres off Sydney Road, houses 2,600+ of the university's design, fashion, and creative industries students.

Both RMIT and SRBA recognise that there are a number of opportunities that could be explored to promote the businesses and precinct of Sydney Road Brunswick to the students, especially where it relates to experiences, entertainment, food, drink and where relevant - student curriculum.

With that, SRBA is currently calling for interested businesses for the following opportunities next year:

Campus Fest, Tuesday 12 March 2024, 12pm-2pm

Campus Fest welcomes prospective RMIT students, to showcase the course selections and curriculums on offer, as well as student services and location.

At this event, SRBA would like to create a Sydney Road Brunswick activation which would be designed to promote the diversity of the precinct and offering. This could include but not limited to food, drink, entertainment, services and retail.

Campus Fest would likely attract around 350 students.

Student Special Offer Opportunity

SRBA and RMIT would like to explore creating a Sydney Road Brunswick Special Offer for students of their campus, where students show their Campus ID to redeem a special offer or promotion.

This would be a great opportunity to promote to a student base of 2,600+, as well as being an opportunity to expand customer bases.

Fashion, Design & Creative Industries Presentations

SRBA and RMIT recognise that there are several businesses that would be well aligned to present to the students within their class settings, on the topics of graphic design, fashion and creative industries more broadly.

Please let us know if you would be interested in participating in any of the above.



UPCOMING EVENTS

HISTORY TOURS: NOVEMBER DATES

The dates for our final History Tours for 2023 have been confirmed for November 4th, 12th and 18th. This round of tours will focus on the buildings between Albion Street and Moreland Road, along Sydney Road Brunswick.

These tours have been a great way for SRBA 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

Now's your time to join one, if you haven't already!



FOOD EXPERIENCES & SHOWCASES

As mentioned in the previous newsletter, we are excited to have teamed up with Ilona Nicola (Finalist of The Great Australian Bake Off, and Brunswick local), to design food tours and other food related content to present to consumers.

SRBA and Ilona will be running the first tour in December as a trial, before devising a full year schedule for 2024. The trial will include up to 5 businesses on a walking tour, with each business involved in the tour paid to provide samples to attendees. One of the core purposes of the tour experience is to showcase the food and drink diversity, and create opportunity for consumers to try foods that they may have not otherwise.

2024 SYDNEY ROAD STREET PARTY – STALLHOLDER EOI OPEN

Expressions of Interest are now open for stalls/activation at the 2024 Sydney Road Street Party, taking place on Sunday 3 March 2024.

Businesses within the event area will be able to activate out front of their business free of charge (excluding hire items). An application form is required to be submitted.

Businesses outside of the event area have new ways to be part of the Street Party in 2024, and are encouraged to reach out to SRBA to find out more.

Businesses who will be open on the day of the Street Party (who are within the event area) are asked to submit a form also. This will help with event organisers programming and avoid setups in front of your store.

Expressions of Interest close Sunday 5 November at 11.59pm.



NEW BUSINESSES (past 12 months)

UFC KEBAB @154

UFC Kebab is a dine in or takeaway store selling a variety of delicious and fresh Turkish foods like kebabs, snack pack, pizzas, chips, and drinks.

Enjoy their kebab either in a roll or on a plate, savour their pizza selections by the slice, devour their gozleme, HSP or hot chips.

PPM FINANCE @1/242A

Ashley of PPM Finance is committed to providing personalised financial advice that is tailored to the unique financial requirements and objectives of each client. A network of more than 40 banks and private lenders allows them to provide multiple lender options for all of their clients' equipment, cash flow, commercial, and/or residential property needs.

Ashley provides comprehensive financial services, particularly for businesses, and aims to build lasting relationships with his clients by understanding their specific financial needs, and offering tailored solutions.

HUNGER DEN @306

Hunger Den is a mixed cuisine restaurant combining the traditional foods Aussies love with Pakistani street style flavours. They have everything from chicken parmans and steaks to street style zinger burgers and chicken chutney wraps. Make sure to check out their burger night on Thursdays for mouthwatering burgers at low prices! Everything is 100% Halal and the restaurant is a great environment for families. They also have an extensive cold drinks menu with mocktails and fresh juices. Open for dinner 5pm - 11pm weekdays and for breakfast, lunch and dinner 11am - 11pm Saturday and Sunday.

BEAUTY XTASY @515A

Discover Beauty Xtasy, your oasis of beauty and relaxation! Immerse yourself and get pampered in their rejuvenating environment, filled with captivating fragrances and lush indoor plants.

Their expert team offer a range of services, from precise eyebrow threading and mesmerizing lash lifting, to exquisite henna art, and HD makeup. Pamper yourself with their waxing and facial treatments.

Experience Beauty Xtasy today, where beauty meets serenity. Visit and let them bring out your inner glow!

DIAMOND DREAMS JEWELLERY @654

Diamond Dreams Jewellery pride themselves on offering exceptional services for all your jewellery needs. Whether you are looking to purchase a new piece, sell your existing jewellery, fix your jewellery and watch or custom design jewellery, their skilled professionals are here to assist you.

The team strive to be your one-stop shop for all things jewellery. Contact them today for any of your jewellery requirements. Their friendly staff is ready to assist you with the highest level of service. 0450 764 248 / Diamonddreamsjw.com.au.

PHOKA TEA & JUICE BAR @730

Indulge in the irresistible world of flavourful delights! Welcome to Phoka Tea & Juice Bar, where every sip is an adventure. Dive into a sea of tantalising tapioca pearls and bursting fruit flavours.

Their passion is in every bubble, their creativity in every cup. Discover your favourite flavour fusion today and let them be your go-to destination for bubble tea bliss! Try it!

