

SYDNEY E.1992
Brunswick ROAD
ASSOCIATION



FESTIVE ART ON WINDOWS

With December now here and the festive season well underway, we are excited to have hosted over 30 artists over two weeks, as they took to 40 shopfronts from Dawson Street to Victoria Street, and Albion Street to Moreland Road.

From winter wonderlands and mystic creatures, flora and fauna; wreaths, candy canes and ice creams; worldly wonders, colourful expressions and messages of well wishes – this year's creations from participating artists are a feast to behold and truly worth a weekend wander.

Office closure dates: Monday 25th Dec to Friday 5th Jan inclusive. Emails will be checked during this time.

Next meeting: 12th December 6pm, SRBA Hub @454

A NOTE FROM COM MEMBER: Julie Cini

My name is Julie Cini, and I am new on the SRBA committee, so I wanted to introduce myself.

I am the owner of Miss Bella Bridal and joined the committee to give back to the community I work within. I have a passion for networking, and love to collaborate and work with local businesses to build camaraderie, collaborate, and share success.

My background is in advocacy for rare disease and I have spent the last 18 years as a CEO for a national charity fundraising to accelerate their messaging to federal government for change, for a rare disease called Spinal Muscular Atrophy (SMA).

I was successful in campaigning for 3 high-cost treatments to be added to the PBS, as well as SMA to be added to the newborn screening test and genetic testing before pregnancy. I recently received an OAM for this work.

Five years ago I wanted something different, so I bought a bridal shop! And, was thrust on a quick learning curve within a new industry and a bricks and mortar business. The business grew and thrived, and in 2021 I took over a bridal shop on Sydney Road and rebranded it, and have watched it grow since.

I am someone who can't sit idle and am really looking forward to getting to know locals (I have recently also moved to the area) and talking, working, and collaborating with many businesses along the Sydney Road strip.

Thank you for welcoming me into your community and I look forward to giving back.



MOVING AROUND MERRI-BEK SURVEY

Merri-bek City Council have recently published their draft transport strategy for the municipality, titled Moving Around Merri-bek. This is to replace the previously created Moreland Integrated Transport Strategy. Their strategy is currently open to the public for submissions, via the Conversations Merri-bek page.

SRBA encourages businesses to take part and share their thoughts, so that Council can receive a diverse understanding of thoughts and opinions.

SRBA will be making a submission towards the draft strategy, illustrating areas where we believe their proposed priorities directly contradict or hinder the success and sustainability of the centre in, around, and on Sydney Road Brunswick.

To view the draft strategy and complete a survey, scan the QR code.



CHRISTMAS CLOSURE DATES

Does it bug you when you travel to your favourite shop for something specific, only to find out that they're closed? This is why it is very important to update your Google My Business and to announce on your socials your closure dates over the festive season- particularly when your customers might be seeking that last minute gift purchase!

An informed customer is a happy customer. So let them know in posts and by updating your social accounts the last days they can shop instore and online to get their goods in time for the festive season.

Be sure to check your messages over the break too as you may be able to assist your customers even if your business is not open. And if you're going away, be sure to schedule posts so that your accounts remain active!

Wishing you a happy and safe festive season.



BUSINESS FEATURES

- The Brunswick Green, Welcome to Brunswick & Retreat Hotel in [Time Out](#)
- Good Days Hot Bread in [The Age](#)
- Brunswick Ballroom in [Beat](#)
- Good Times Pilates in [Broadsheet](#)
- Dejour Jeans in [Broadsheet](#)

Links available in email version of newsletter.

BRIDAL & WEDDING OPPORTUNITIES

Earlier this year SRBA met with Chapter Place at Pentridge to discuss opportunities for Sydney Road Brunswick businesses to work with their wedding and events team on a number of coming exciting opportunities. These are still open for expressions of interest, so please have a look at the below and let us know if you are interested in participating in any of the activities:

Bridal Photoshoot (early Feb 2024)

This opportunity invites wedding and bridal aligned businesses to express interest in being part of a photoshoot at Chapter Place, with successful businesses receiving high res copies of the images for use in their own marketing. Businesses will be required to cover the costs of being part of the shoot (staff, transport etc).

Wedding showcase (20 Jan 2024)

Chapter Place will be hosting a Wedding showcase on Saturday 20 January to their prospective clients, and want to also showcase complementary suppliers that couples can use in their preparations. This event would not be like a traditional expo with successful businesses provided a display table and opportunity to provide flyers/cards to sit with the table.

Preferred Supplier Program (ongoing)

Chapter Place is interested in building a preferred supplier program to create a holistic approach to their event services. Businesses who would like to be part of the program will have had to worked with the venue previously.

TRAM DEPOT UPGRADE

Works on the upgrades to the Brunswick Tram Depot are set to start in early 2024, with outcomes focused on:

- a new, larger carpark under the elevated rail line for additional depot staff and a new tram substation to replace the old one
- upgrades and extension of the Brunswick Tram Depot administration and maintenance facilities to support an increased number of trams and staff
- additional tram stabling within the Brunswick Tram Depot and a new connection into Sydney Rd to support Route 19 morning run-out
- additional tram sidings on Cameron St for a new terminus
- a new accessible tram stop on Moreland Rd to improve safety and accessibility.

Sydney Road Brunswick businesses in the area may be most interested about the new line connection directly onto Sydney Road, which will be installed as per the image right.

SRBA encourages you to view their website for more information, and to complete a survey to share your thoughts.

The survey will close on 18 December.



HISTORY TOURS: A WRAP UP!

Recently we wrapped up the Sydney Road Brunswick Historical Walking Tours for another successful year, with 2023 welcoming over 220 ticket purchasers over the course of the year, a substantial increase on the previous year's number of 170 ticket purchases.

SRBA thanks all the businesses that have been involved in this year's series and we look forward to entering discussions for 2024 with the Brunswick Community History Group in early next year.

2024 EATING & VENUE GUIDE

If your business offering is in the field of food, drink or a venue of sorts, you will have received an email from us recently, looking to confirm your business details.

We urge businesses to respond to that email at their earliest convenience so that we can produce our 2024 Eating & Venue Guide.

This is an extremely popular guide, that we distribute thousands of each year to the Brunswick community, and beyond, so it is very important we have your business details up to date.

If you did not receive an email, please contact us for inclusion: info@sydneyroad.com.au / 9380 2005



UPCOMING EVENTS

2024 SYDNEY ROAD STREET PARTY

If you'd like to be part of the 2024 Sydney Road Street Party, this is your last chance – with Sydney Road Brunswick businesses given an extension until 20 December 2023 to complete an application form.

Businesses within the event area, between Brunswick Road and Victoria Street, can activate the space directly in front of their shopfront free of charge (excluding hire items).

Businesses outside of the event area who want to activate within the Street Party are encouraged to contact SRBA to discuss how you may be able to participate free of charge (excluding hire items).

The 2023 event saw around 60,000 people flock to the event over the course of the day – which was a substantial increase on the 2020 event.



A flyer about getting involved in the Street Party has been included with this Newsletter. Please read it and let us know if you have any questions.

PHOTOGRAPHY COMP / BIN WRAPS

Following on from the results of the Localise the Love campaign currently being rolled out, the Committee have decided that 2024 bin wraps will be updated to reflect the Localise the Love campaign – carrying it into the new year.

Additionally, and with the logistics to be worked out, this will also include a photography competition similar to the previous Faces Behind the Scene which the Association has delivered in previous years. More information on this program to be announced early next year.

MELBOURNE WEDDING & BRIDE EXPO

Sydney Road Brunswick will again be exhibiting at the Melbourne Wedding and Bride Expo, which will be held on Sunday 14 January at Melbourne Showgrounds.

Last year, we successfully exhibited in front of 1800+ attendees – gaining over 140 email addresses and handing out hundreds of our Sydney Road Brunswick Bridal brochures (which we are currently updating so that we are distributing the most up to date information).

In preparation for the 2024 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 thousands of attendees.



NEW BUSINESSES (past 12 months)

SAVOUR CAFE AND JUICE BAR & SAVOUR EATS @41 & 43

Indulge in a culinary journey at Uzma's restaurant, where time is on your side— open 7 days a week until 2:30am! They take pride in offering a diverse menu that caters to every palate. Savour the authenticity of 100% Halal and vegetarian options, featuring a tantalizing array of Indian-Pakistani street food; from flavourful chaats, Falooda to succulent BBQ and rich, aromatic chicken pulao. Explore the essence of taste with every bite and experience the vibrant tapestry of flavours that define their culinary haven.

BERGY BANDROOM @64

The Bergy Bandroom is Brunswick's newest live music venue boasting a 250 capacity, high level production and a 3am licence. More than just a bandroom, The Bergy is an eclectic space featuring an open air beer garden hosting DJs and day parties with late night cocktails and a pool table.

Adjoining the front bar and local favourite The Bergy Seltzer (with kitchen coming in 2024!) The Bergy is a new home for good times presenting a slew of Melbourne's most beloved artists, national touring acts and up and comers since opening earlier this year.

ALAMARAH BARBERS @BARKLY SQ

Here, grooming is elevated to an art form. Their experienced barbers are dedicated to crafting a look that's uniquely you, whether you're after a classic style or a modern twist.

Attention to detail is second to none, using only the finest grooming products to ensure that you leave the shop looking and feeling your best. Offering a range of services, from haircuts to hot shaves to beard trims, all designed to leave you feeling relaxed and refreshed.

WILD LIFE SUPERETTE @365

Located just down from Albert Street, Superette is a deli, cake shop and cheesemonger from Wild Life. Superette is focused on really good cake by the slice, fresh sourdough and croissants, great quality cheese and all of the tasty things you want to accompany it.

SHEKINAH3 @1/650A

Step into their haven where the magick of healing awaits you. Imagine... Conversations that hold space for your soul, elixirs and blends carefully crafted to nurture you, incense carrying whispers of ancient wisdom, and chocolate bombs that comfort and uplift.

They have a team of professional therapists, each bearing their own unique gifts, they are poised to help you unlock the shifts you yearn for— be they physical, mental, emotional, or spiritual.

Engage with practices like Reiki, Integrative Spiritual Counselling, Craniosacral therapy, Mediumship / Clairvoyant readings, and Hypnotherapy, among others, as they guide you towards a profound sense of well-being.

USA CONVENIENCE @805

Located in the Moreland Precinct of Sydney Road Brunswick, USA Convenience Store stocks a variety of vapes and a large selection of international lollies, snacks, cereals and drinks.

Additionally, they also sell an abundance of essence, gifts, shisha and accessories, grinders and lighters.

