

SYDNEY *E.1992*
Brunswick ROAD
ASSOCIATION



**localise
the love**

LOCALISE THE LOVE PHOTOGRAPHY EXHIBITION: 27 FEB-30 MARCH

Following our hyper-local Localise the Love campaign in the lead up to, and during, the festive season, the Association is continuing to champion the importance of supporting local with the coming Localise the Love Photography Exhibition.

This exhibition will take place in a pop-up format within 49 Sydney Road Brunswick. Artwork from artists near and far will be on display for 5 weeks in the lead up to, during and after the Sydney Road Street Party.

Next meeting: 13th February 6pm, SRBA Hub @454, RSVP essential

A NOTE FROM COM MEMBER: Albert Sikkens

Hi, my name is Albert Sikkens, I'm new to the SRBA committee and here's a little introduction;

I have been in the hospitality industry for the past 20 years running venues in Amsterdam, London and for the past 15 years here in Melbourne. I am Dutch/Australian and have always been fond of the cuisine of my home city - the cultural melting pot of Amsterdam. It has been a long-standing ambition to bring these flavours to a wider audience and back in October last year I was lucky enough to get the opportunity to open my own eatery called Mokum right here on Sydney Road. Mokum is a slang name given to Amsterdam and has come to mean 'Safe Place' where all are welcome.

I first moved to Brunswick just 3 years ago in 2021 and I haven't looked back since - I feel so comfortable here and there is nowhere else that I would've considered opening Mokum, Sydney Road shares the easy going and relaxed 'you do you' vibe that my home city has and the location is perfect. The local community is so supportive and full of very adventurous people comfortable with trying new things.

I love that there are so many small independent businesses on our road, such diverse offerings that draws people in from a very wide catchment area.

I joined the SRBA as I want to be a big part of this exciting community and look forward to connecting with everybody and doing whatever I can to continue to promote and support this dynamic road and all of us traders who help maintain this dynamism.

Thank you for welcoming me into your community.



LOCALISE THE LOVE PHOTOGRAPHY EXHIBITION – TUESDAY 27 FEBRUARY TO SATURDAY 30 MARCH

This exhibition teams up photographers from near and far, with business owners and operators from within our precinct, to communicate the stories of the many people behind the counter, and the passion that flows through the precinct.

Photographers will photograph participating business operators and also interview them to create a small bio, which will accompany the final printed works and be on display within the pop-up exhibition.

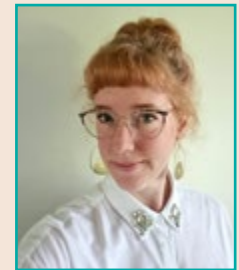
All businesses, whether part of the exhibition or not, are invited to the launch event - which will take place on Tuesday 27 February, from 6.30pm. The exhibition will then be open weekdays and Saturday's for people to visit and learn about the many people and passions that make Sydney Road Brunswick the place it is today.

The overarching tone of the exhibition will draw on the connections between the business community, and the importance of supporting Sydney Road Brunswick.



CALL FOR CONTENT

There's a lot of dates coming up that you might be considering a deal, special offer, or experience for, and we'd love to help promote it for you!



Sydney Road Brunswick has a combined social media following of more than 25,000; monthly website users of over 10,000; and a customer email database exceeding 2,200 people - all made up of individuals from near and far who live and love our precinct.

With each of the dates of interest below, businesses will be asked to provide:

- What your offer, deal or experience is
- When it will take place
- Any expiration on the offer, deal, or experience
- Any other relevant information
- And include any photos or video of content (or let us know if you need help getting imagery)

Below are the coming dates of interest that we are currently calling for content on. Reach out to us on info@sydneyroad.com.au

- Valentine's Day - *Deadline: 31 Jan*
- Mardi Gras - *Deadline: 1 Feb*
- Chinese New Year - *Deadline: 10 Feb*
- Sydney Road Street Party - *Deadline: 19 Feb*
- International Women's Day - *Deadline: 1 March*
- St Patrick's Day - *Deadline: 11 March*
- Easter - *Deadline: 25 March*
- Eid Al Fitr - *Deadline: 25 March*

SNIPPETS OF SYDNEY ROAD



SUMMER HOLIDAY WORKSHOPS AT SHEKINAH3

Summer Holiday Magic! Unleashed at Shekinah3: Enchanting Workshops for Young Wizards & Fairies! Magical Realms Unveiled: Dive into the mystic ...

[Read More](#)



PUP CUPS AT THREE HANDS CAFE, 488 SYDNEY ROAD BRUNSWICK

Spotted enjoying a Pup Cup at Three Hands Cafe this morning! Does your pup enjoy a pup cup? ...

[Read More](#)



WHOLEFOODS UNWRAPPED COLLECTIVE, 889 SYDNEY ROAD BRUNSWICK

Wholefoods Unwrapped Collective offers an innovative way of shopping that allows customers to buy delicious food free from plastic and unnecessary pac ...

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BUSINESS FEATURES

- Bar Magnolia in [Broadsheet](#)
- The Cornish Arms & Edinburgh Castle Hotel in [Concrete Playground](#)
- Billy Van Creamy in [Timeout](#)
- Ge'Ez Ethiopian Restaurant Cafe in [Timeout](#)
- A1 Bakery & Very Good Falafel in [Timeout](#)
- Walrus in [Broadsheet](#)
- Brunswick Ballroom in [The Age](#)
- Everyday in [Fashion Journal](#)
- Retreat Hotel in [Timeout](#)

Links available in email version of newsletter.

UPCOMING EVENTS

SYDNEY ROAD STREET PARTY – SUNDAY 3 MARCH, 12NOON TO 6PM

The 2024 Sydney Road Street Party is now under one month away. The Sydney Road Brunswick Association will be participating in the event with a number of promotional streams! See below:

Sydney Road Brunswick Stall (two sites)

Given the amount of interest from 2023, this year SRBA will have two sites within the event perimeter, which will be used to sell Sydney Road Brunswick t-shirts and giving out Sydney Road Brunswick tote bags in exchange for email subscribers to our consumer mailing list.

New for our presence at the 2024 street party, we will be promoting also the Brunswick Ball – an event to promote the businesses and precinct that will take place in June. Given the excitement towards this event, we want to use the Street Party to reach more people and gain even stronger interest and excitement.

Kulin Bulok Stage, presented by SRBA

Following the success of the Community Stage that was delivered by SRBA at the 2023 event, the Association this year has moved our stage to take place on Edward Street. This year, like last year, the stage will showcase community performances, schools and musically aligned business in and around Sydney Road Brunswick. This stage provides SRBA with a way to continually reinforce the Sydney Road Brunswick consumer brand and importantly also, continually build relationships with other like-minded groups within the Merri-bek and broader area.

Roaming Performances & Static Entertainment

Every year SRBA arrange a number of roaming and static performances to compliment the overall event atmosphere and experience on the day – this will again take place with stilt performers and other relevant activities/enjoyments for family and general consumers.

Promotion of Sydney Road Brunswick

The street party is a prime annual opportunity for the Association to promote the precinct's suite of collateral and raise awareness of the precinct more broadly. All of our relevant collateral is provided on mass over the course of the day, along with social media and online.

How can you get involved?

Businesses who aren't activating on the street itself (within the event perimeter) for the Street Party, do have other ways to participate! We will be pulling together a list of all the activities and promotions that are taking place inside and outside of the event area, to promote for people to ensure they are experiencing as much of the precinct as possible.

Please let us know if you are running a special activity, event, promotion or offer and we will include it in our promotional list.



2024 BRUNSWICK BALL

Following the success of the 2022 and 2023 Brunswick Ball, the Association is again hosting the event in 2024 and is calling businesses to get involved!

In 2022 the event attracted 210 attendees, and in 2023 the event welcomed over 230.

Each year the event also presents a number of ways for businesses to get involved to promote themselves and assist SRBA in celebrating the precinct!

With planning underway, we are currently calling for interest in participating in our Sydney Road Brunswick tote bag give-aways (given to all guests at the event).

This is a great opportunity to provide a flyer, unique offer or maybe even a little something special. If you'd like to participate, please let us know! Expected quantities is around 250 bags.

There will also be other opportunities to be involved, so stay tuned.



RMIT CAMPUS FEST – TUES 12 MARCH, 12-2PM

SRBA is again participating in RMIT's Campus Fest, where they welcome their new students and provide them with an experience of campus life and what's on offer in and around the neighbourhood. The event is expected to welcome over 350 students. This year SRBA has committed to a space of 20 metres by 10 metres, and within which will have spaces for participating businesses to provide an experience or promotion on the day. At this event, SRBA will also be distributing tote bags (in exchange for emails to our mailing list) and providing students with our suite of collateral.

New for 2024, SRBA will also be creating a RMIT Student Special Offer flyer. Businesses are invited to provide a special offer to be included in the flyer, that can be redeemed by students showing their valid RMIT student card. Please let us know if you would like to be involved in this Special Offers Flyer.



NEW BUSINESSES (past 12 months)

ANTIQUES & UNIQUES @37

Located within the Jewell section of the Sydney Road Brunswick precinct, Antiques & Uniques helps you to create your dream space with vintage clothes, antiques, collectables and all kinds of interesting and unusual décor.

Their mission is to find you that rare and desirable piece that helps you create your dream space. It's the ongoing enjoyment of having that special piece that you're after.

POKERO ROLL & BOWL @BARKLY SQUARE

POKERO is a new concept fusion Japanese - Asian restaurant, with a twist on modern Asian cuisine and focus on healthy food.

From grain based poke bowls, served with your favorite toppings, delicious Sushi and Rice Paper rolls, POKERO is all about delivering healthy, nutritious meals that everyone enjoy!

ZENO SPACE @242

Unleash your productivity at a brand-new premium co-working space nestled in the heart of Sydney Road Brunswick. Elevate your business in a dynamic environment designed for collaboration and innovation.

Join like-minded entrepreneurs and creatives in a space where ideas flourish and connections thrive. Upgrade your work experience at Zeno Space's state-of-the-art facility.

Contact the team on 0403 624 597 or email to book a time for inspection on space@zenospace.com.au.

WALRUS @312

Located within the Brunswick precinct of Sydney Road Brunswick, Walrus serves freshly made American diner staples; think filter coffee, pancakes with bacon and bodega style sandwiches, in a contemporary setting.

BANH MI NIGHTS @647

Indulge your taste buds at Banh Mi nights!

Experience the perfect fusion of flavours with their signature crispy pork belly, lemon grass chicken, marinated tofu or vegan duck option.

All meticulously crafted to tantalize your senses, head over and try Brunswick's best banh mi roll!

MADONNA ELECTRIC @833

Madonna Electric deals in happiness. The best pizza, delicious cocktails, great music, wonderful friends and of course, loving family.

Established in 2023 with the goal of making the greatest pizza in Melbourne (if not the world), they're changing the game by making delicious chewy, crispy bases with generous toppings, quality ingredients and authentic flavours... Served in an Italo-Australian themed dining room celebrating all the trinkets and decorative elements that lined the walls at every Nonna's house!

