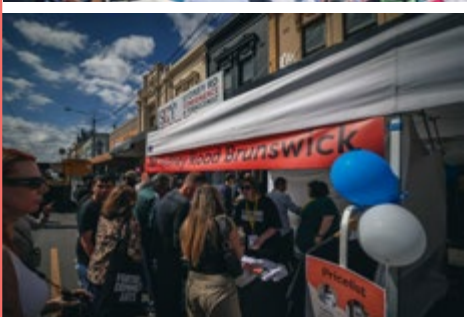
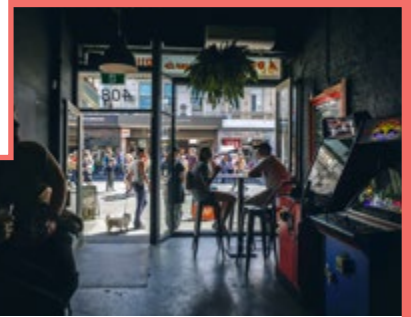


NEWSLETTER - JULY 2024

# SYDNEY E.1992 Brunswick ROAD ASSOCIATION



## SYDNEY ROAD STREET PARTY 2025 – EXPRESSIONS OF INTEREST FOR STALLS OPEN THIS WEEK

**Are you interested in having a stall at the 2025 Sydney Road Street Party? Expressions of Interest (EOIs) for businesses to have a stall open this week!**

EOIs for the 2025 Sydney Road Street Party run from Wednesday 3 July until Friday 16 August.

Interested in having a stall? Be sure to sign up for the Stallholder Info Session:

**Date & Time:** Thursday 25 July (online, 6:00pm - 7:30pm)

**Register here:** <https://tinyurl.com/97vk8v> or scan the QR code



**Next meeting: 9th July 6pm, SRBA Hub @454, RSVP essential**

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

## A NOTE FROM COM MEMBER: Anthony Simpson

It is with mixed emotions that we announce the resignation of our esteemed President, Mary Gurry, from the Sydney Road Brunswick Association Committee of Management. Mary has recently confirmed the sale of her business on Sydney Road, and with this transition, she has decided to step down from her role at the coming Annual General Meeting (AGM).

Mary's tenure as President has been marked by unwavering dedication, tireless efforts, and a deep commitment to the betterment of our community. Her leadership has guided us through numerous initiatives, fostered strong connections among local businesses, and ensured that Sydney Road Brunswick precinct remains a vibrant and thriving hub. We are incredibly grateful for her years of service and the significant impact she has made on our Association and the broader community.

As we bid farewell to one of our stalwarts, we find ourselves at a pivotal moment. The upcoming AGM presents an excellent opportunity for new leaders to emerge. We encourage all business owners and property owners from within our precinct to consider stepping forward and nominating themselves to join our dynamic Committee. Your fresh perspectives, innovative ideas, and enthusiasm towards the continual prosperity of our precinct will continue the legacy of growth and community spirit that Mary has helped cultivate.

The AGM is not only a time to reflect on our past achievements but also to look forward to the future. It is a chance for you to have a direct and positive impact on the decisions and projects that shape our beloved precinct. Whether you are a long-standing member or a newcomer to our community, your contribution can make a significant difference.

We thank Mary once again for her remarkable service and wish her all the best in her future endeavours. Let us honour her legacy by coming together, stepping up, and ensuring that the Sydney Road Brunswick precinct continues to thrive as a united and vibrant community.

We look forward to seeing you at the AGM and welcoming new faces to our Committee. Together, we can continue to build a bright future for Sydney Road.

The 2024 AGM will be held on Tuesday 1 October, with formal notice and invitation to come soon.

Warm regards,

Anthony Simpson  
Vice President  
Sydney Road Brunswick Association



## HASHTAGS: HAVE THE RULES CHANGED?

In short, no. Should you take another look at your hashtags? Likely, yes.

As you know, hashtags are important to include in your posts as it is one of the most effective ways to drive engagement and reach. Relevant hashtags (and keywords) can get you discovered by new audiences, and due to the relevancy of the tags, you will likely want to engage with these audiences.

You may have heard/read mixed responses about how many hashtags to use per post, with the maximum allowed to be 30 and the recommendation by Instagram to be 3-5.

Upon looking into this, there appear to be mixed results experienced by various pages. Some you'll find receive high engagement at 10 tags, some with just 3. So the best suggestion we have would be to experiment and see what works best for your page, but be sure those tags are relevant to your business and to what you are posting about. If your page is posting with irrelevant hashtags to your content, your account may be penalised.

Some hashtag types to consider:

- Brand hashtags - Campaigns, events, business name & tagline etc, eg #localisethelove
- Location hashtags - Where you are or where your business is, eg #sydneyroadbrunswick
- Description hashtags - The content of your post, eg #historytour
- Industry hashtags - What industry your business is in, eg #bridal

## BUSINESS FEATURES

- Mokum in [The City Lane](#)
- Alasya in [GQ](#)
- Edinburgh Castle Hotel in [Timeout](#)
- A1 Bakery in [The Age](#) and [Timeout](#)
- Wild Life Superette in [The Age](#)

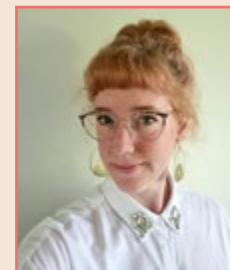
Links available in email version of newsletter.

## HUB NOTICEBOARD

Did you know the SRBA Hub at 454 Sydney Road Brunswick has a noticeboard?

We encourage you to drop off an informational or promotional flyer, notice of an upcoming event or even a business card and we'll pin it up for you.

The Hub welcomes customers, businesses and visitors; with the shopfront perused for what's happening in the Sydney Road Brunswick precinct.



## MAKING THE MOST OF BASTILLE DAY FOR YOUR BUSINESS - AILSA PAGE

You might be thinking I'm not French, we don't sell French products why would I want to do a Bastille Day promotion?

That it is a very good question.

I hope this is a good answer.

1. It's fun and adds an element to brighten up Winter in Melbourne
2. Most people have positive associations with French things
3. It gives your promotion a chance of being heard.



E&S and Beacon Lighting along with other bed retailers are businesses that always seem to be on sale. One sale from another does not really stand out and it seems to position the businesses as always discounting - which isn't always a great branding strategy. If there is a reason for a promotion it stands out as special not an everyday occurrence.

If that makes sense to you, then why not consider jumping on board the French Gravy Train. Here are eight ideas for you to contemplate.

1. Identify and showcase any products you have that are made in France or are French Inspired
2. Theme around French influencers - composers, artists, politicians, scientists, activists, actors, chefs.

*Some examples: Water Lilies - Monet, Clair de Lune, Claude Debussy, Coco Chanel, Joan of Arc, Marie Curie, Edith Piaf, Victor Hugo - use quotes, showcase their achievements, align your business with things e.g. I have music Clair de Lune on the light in my office so I might highlight that on my socials.*

3. Window display of all things French
4. French music playing on the day
5. Staff dress up in French colours, French fashion or French icons
6. Offer a French themed promotion for example all customers go into a drawer to win a bottle of French wine or dinner for 2 at a French restaurant.
7. Giveaway French pastries to customers on the day
8. Theme red white and blue in store, on socials or in what you are wearing

Bon chance tout le monde!

If you need other ideas or inspiration for your business, be like other members and book a one to one with Ailsa via this link: <https://calendly.com/ailsapage/srba-1-1-biz-chat> or scan the QR code. It's free!



## WHAT YOU CAN DO ABOUT GRAFFITI

### Free services provided by Merri-bek City Council

Merri-bek City Council offer FREE graffiti cleaning solutions to businesses and property owners, with Graffiti Removal Kits and Paint Vouchers.

### FREE GRAFFITI REMOVAL KITS

Council will provide you, by request, with a free Graffiti Removal Kit to remove graffiti from your property. There are different kits available for different surface types, such as brick, stone or concrete.

#### EzyClean Kit # 1 (blue)

Used for removing graffiti from sensitive surfaces, felt pen markings, graffiti tags, also metal surfaces, wheelie bins and some painted surfaces.



Kit contains:

EzyClean Blue Graffiti Remover, 1x Nylon Bristle Brush, Cloth, Safety Glasses, Safety Gloves, 1x Saline Eye Wash, Instructions.

#### EzyClean Kit # 2 (red)

Used for the removal of graffiti from bare brick, stone and concrete surfaces affected by spray can paint.



Kit contains:

EzyClean Red Graffiti Remover, 1x Scrub Brush, 1x Nylon Bristle Brush, Cloth, Safety Glasses, Safety Gloves, 1x Saline Eye Wash, Instructions.

### FREE PAINT VOUCHERS

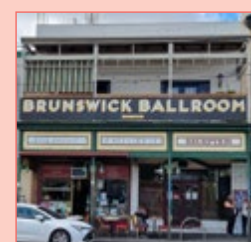
Council offer free paint vouchers to paint over graffiti affected areas, to the value of \$40 or \$80 - which you can request from Council and redeem at participating Merri-bek stores.



You can request your Kit or Voucher by calling Merri-bek City Council on 9240 1111.

### Paint vouchers used on Sydney Rd

An example, where the Brunswick Ballroom was tagged and the owners contacted Council to arrange for free paint vouchers to be delivered to their business.



As you can see, the vouchers allowed the Ballroom to restore the building to its former tag-free status to great effect.

### Reporting Graffiti

Has your shopfront or property been impacted by graffiti? The Sydney Road Brunswick Association has established a new reporting method which is easy for businesses.

All you need to do is let us know that your shopfront has been affected, send us an image of the graffiti, and send us a rough date/time that it happened - and we will do the rest! We report it directly to the Brunswick Police Station for them to follow up with you.

## NEW BUSINESSES (past 12 months)

### THE BANH MI @325

The Bánh Mì is an authentic Vietnamese takeaway shop. Their mission is to provide the local community with the best Vietnamese street food experience outside of Vietnam.

The team are dedicated to delivering delicious, fresh, and affordable banh mi baguettes, along with other Vietnamese specialties, while maintaining exceptional customer service and a welcoming atmosphere.

### VICTORIAN ACCESSORIES @564

Glow Up any outfit with Victorian Accessories' stunning Brazilian gold-plated jewellery.

Find sparkling Arabic-style silver and gold plated pieces here, perfect for parties, date night or everyday wear!

### DOG CAT & MORE @803

Dog Cat & More provide a range of treats, accessories, meds, and food for your favourite furry, feathered or scaly friend!

If you're an aquatic enthusiast, be sure to pop by to explore what's possible in the way of underwater companions... we're talking fish here ofcourse.

### PESHAWRI @868

New to the Moreland section of the Sydney Road Brunswick precinct, Peshawri is where authentic flavours and warm hospitality of ancient city of Peshawar await you. Embark on a culinary journey like no other, as they take pride in bringing the essence of Peshawri cuisine to your plate.

Indulge in the rich tapestry of spices and time-honoured recipes, crafted with love and tradition. Join them for a memorable dining experience that celebrates the true spirit of Peshawar.

## BRUNSWICK BALL 2024

A big thank you to all the businesses that contributed towards the success of the Brunswick Ball. This year, businesses were not only able to participate and promote themselves via the tote bags, mannequin display, and projector video, but also via food carts that we had setup at the event.

This year, the event was held at Laila Reception and attracted around 150 attendees, both from businesses and consumers. Over the course of the night attendees were entertained by RadioStar (80s cover band), the catwalk competition, the photobooth and of course the opportunity to dance the night away.



**BRUNSWICK BALL**  
The Wedding Singer  
Thank you for supporting Sydney Road Brunswick

