

NEWSLETTER - AUGUST 2024

SYDNEY *E.1992*
Brunswick ROAD
ASSOCIATION



HAVE YOU CONSIDERED BOOKING A FREE SESSION WITH AILSA PAGE?

It's a tough time at the moment, and everyone is feeling it. Consumer spend has been greatly impacted for a number of months, and people are being more purposeful and considered about how they spend, and where.


With the present challenges of the overall economic environment, it's a perfect time for you to book in a free one-on-one session with Ailsa page, to discuss any concerns you have for your business, and have an expert ear to chat about any opportunities that may exist.

The one-on-one sessions have been paid for by the Association, and we encourage you to make the most of having free access to Ailsa's expertise and 25+ years' experience in small to medium business.

Book in a free session via this QR code



Next meeting: 13th August 6pm, Location TBC, RSVP essential

WWW.SYDNEYROAD.COM.AU SYDNEYROADBRUNSWICK  #SYDNEYROADBRUNSWICK 
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A NOTE FROM COM SECRETARY: Tony Gargaro

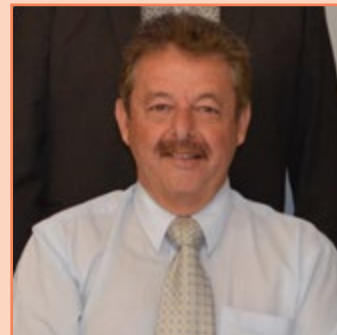
I have been a member of the Sydney Road Brunswick Association since 2005, and proud to say that we have been and continue to be committed to helping as many local businesses as we can.

I consider myself a longstanding local, knowing the area well, having grown up in Brunswick and attended both primary and high school here. I have a deep connection to this community, not only as someone who loves the area, but also as a property owner on Sydney Road. I am invested, in many ways, in its success.

The Association strives to provide the best possible support for business owners, addressing their needs, and working to ensure the overall shopping strip thrives.

We are dedicated to making Sydney Road successful in every way.

I look forward to many more successful years ahead.



RMIT CAMPUS FEST

On Tuesday 16 July SRBA, along with Savour Eats and Record Paradise, popped up at RMIT Brunswick Campus Fest – where new students are introduced into campus life and provided an opportunity to understand not only the benefits of the campus, but also of the local community too.

Creating a Sydney Road Brunswick experience:

- Savour Eats presented samples of their food offering and promotional collateral to attendees
- Record Paradise provided local music, showcasing local bands and a sample of their store experience
- Sydney Road Brunswick Association provided students with free Sydney Road Brunswick tote bags and discussed with students all of what the Sydney Road Brunswick precinct has to offer

At the event, SRBA distributed 150 tote bags, along with the precincts Eating & Venue Guide, Secondhand & Vintage Guide, Business & Health Services Guide and Bridal & Wedding Guide.



NAIDOC WEEK

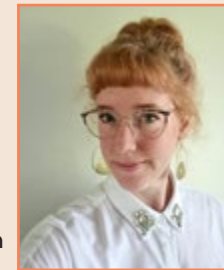
Keep the fire burning!

With NAIDOC Week running from 7-14 July, SRBA sourced items in celebration of First Nations peoples, from businesses within the Sydney Road Brunswick precinct, to gift to one lucky person.

"Through our collective efforts, we can forge a future where the stories, traditions, and achievements of Aboriginal and Torres Strait Islander communities are cherished and celebrated, enriching the fabric of the nation with the oldest living culture in the world." (NAIDOC Committee, 2024).

We were thrilled to be able to include items from Record Paradise, Brunswick Bound, Mr Kitly, The Source Bulkfoods and Clothing The Gaps.

Over Facebook and Instagram we had a total of 150 entries, awarding the gift to one lucky person, pictured below.



BUSINESS FEATURES

- Mokum in [Broadsheet](#)
- Mary Eats Cake in [Weekend Notes](#)
- Brunswick Secondhand Books in [Time Out](#)
- Welcome to Brunswick in [Time Out](#)

Links available in email version of newsletter.

SYDNEY ROAD BRUNSWICK ASSOCIATION – AGM & SOCIAL

We are pleased to advise that the Sydney Road Brunswick Association's Annual General Meeting will be held on Tuesday 1 October, and be combined with the social event for precinct businesses.

Invitations and Notice of AGM to come.



TO DISCOUNT OR NOT TO DISCOUNT THAT IS THE QUESTION. — AILSA PAGE

Price discounting is a strategy often used by marketers to generate sales. It can be a great strategy to boost cash flow. It needs to be used at the right time and in the right way so that it doesn't automatically erode profits or train customers to choose on price only or expect discounts.

When times get tough in business dropping price is often first strategy that people think of. At the moment we are hearing everywhere that discretionary spending is down and sales are low. Before you employ a discounting policy it's best to take a moment and reflect as dropping prices may not be the solution. Price is the only thing that can determine whether you make profit. If you price too low then you may have sales but don't have any profit if you price too high then you have no sales. It's a delicate science and shouldn't be messed with too often otherwise it can erode your brand. Here are some things to consider.

1. Do you have a price sensitive market?

Have you tested to see if dropping the price makes a difference? Do sales generally go up when you have a price promotion or do they stay the same? If you are not sure you might like to do some testing first.

2. Can you afford to drop your price?

Is there room in your profit margin to reduce your profit or will this make your business vulnerable? For example you might be a restaurant and with food costs rising margins might have already been squeezed and there is no room for further discounting.

3. Do you have high overheads or fixed costs?

Do your costs stay the same regardless of sales. For examples staff, labour, rent, energy etc. You might be a retailer that is open 5-7 days per week, paying rent, power, insurance regardless of whether you have customers or not. You might be a service and you have to pay for time whether you have customers or not.

Some reasons to drop prices:

1. Strengthen relationships with your customers by showing empathy and helping in tough times.
2. Keep cash flow coming into the business – you have fixed costs that need to be covered
3. Tap into the price conscious mindset
4. Grow market share (if price sensitive market)

Reasons not to drop prices:

1. It has proven not to increase sales. You will end up just selling the same but making less money.
2. It becomes unprofitable (no margin). There is no wriggle room you are already pricing as low as you can.
3. You are a premium product or service.
4. You don't have a price sensitive market. Your customers might be businesses not impacted financially.

Other solutions:

- Bring out a new cheaper product or modify an existing one. e.g. Bar Meals, Mini Facial, ½ Dozen, Smaller portions (Light Menu), Selected Stock, Off Peak Hours,

Tight Arse Tuesday etc. It ultimately ends up being cheaper for the customer without reducing your profit margin.

- Use the money you would be spending on discounting on advertising your product or services to find new customers.
- Have flexible payment arrangements – consider after pay to make it easier for people to buy from you.
- Fixed Price Packages – such as \$50 dinner for 2
- Discount with conditions – Happy hours, off peak days, Buy 10 receive 2 free, Book 2 and get 3rd free etc.



To learn more about how pricing works. Come along to the workshop on 22nd of October; *Get Your Price Right – the art and science of pricing for profit*

To discuss your particular pricing situation book a time with Ailsa via this link: <https://calendly.com/ailsapage/srba-1-1-biz-chat> or scan the QR code. It's free!



UPCOMING EVENTS

2025 SYDNEY ROAD STREET PARTY – EXPRESSIONS OF INTEREST OPEN

Merri-bek City Council is currently taking applications to be part of the 2025 Sydney Road Street Party, with businesses that are part of the Sydney Road Brunswick precinct able to have a site at the event, in one of two ways:

- Businesses within the Sydney Road Street Party perimeter are able to have a site outfront of their business free of charge, with only infrastructure hire costs to be paid.
- Businesses outside of the Sydney Road Street Party perimeter are able to have a site free of charge, if they can find a business to donate a section of their shopfront area. The Association would be happy to assist in this process.

Expressions of Interest close:

11:59pm, Wednesday 21 August 2024

Stallholders notified of outcome:

Wednesday 4 September 2024

Event Date: 12:00pm to 6:00pm,
Sunday 2 March 2025



NEW BUSINESSES (past 12 months)

THE WILD GEESSE @29

The Wild Geese Hotel is a new modern Irish Bistro & Bar (previously Sarah Sands). Featuring regular weekly specials, events & live entertainment, visit and discover a place where each dish tells a story, crafted with the finest local ingredients and a generous touch of Irish tradition. Stop by for the food, stay for the craic at Melbourne's favourite slice of Ireland. They can't wait to welcome you very soon! Visit www.thewildgeesehotel.com.au for more and follow on Instagram @thewildgeesehotel.

FINAL TOUCH BARBERSHOP @438

Need a haircut that's on point? Final Touch Barbershop has got you. With Ash's 20 years of experience, the team is all about bringing style and quality at a fair price. Offering men's cuts and skin fades, beard shaves and trims, they make sure you leave looking sharp.

The vibe is super welcoming and easy-going, with friendly, detail-oriented pros who take pride in their work.

Sit back, relax, and enjoy the top-notch service.

BARBER DUCKEE @507

A relaxed space that embraces and welcomes all humans, LGBTQIA+ friendly and celebrated. Barber Duckee offers haircuts of all styles, shapes and finishes; whether you are wanting something more gender affirming, education on what would work best for you, or just have someone actually listen to what you are looking for.

Not just a space for a haircut, but a space to celebrate our community, speak freely and openly, and change the narrative for this industry. Prices are non-gendered. Option to select silent appointments, and have any noise sensitivities catered to.

PALOMINO NEIGHBOURHOOD BAR @UNIT 5, 601

Tucked off Sydney Road on Anstey Way, Palomino Neighbourhood Bar draws influences from Southern European wine bars, bistros and all day drinking establishments. Warm, bright, with art nouveau flourishes.

A short menu is divided evenly between cocktails, beer and wine, with Lebanese pies from Tabet's bakery fired in the pizza oven to order. Come for (arguably) Brunswick's best courtyard, stay for the signature Spritz.

SYDNEY ROAD BRUNSWICK TOTE BAGS

Our Sydney Road Brunswick tote bags are incredibly popular, ever since their inception in 2015 (that's right, they've been around almost 10 years!)

A highly sought after item, we sell (and give away at select times) thousands every year.

Like to sell some from your own store? Grab a pack of 25 tote bags from the SRBA Hub (454 Sydney Road Brunswick), at \$4 a tote bag. RRP \$8.

Contact SRBA on info@sydneyroad.com.au to organise a pack.

