

NEWSLETTER - SEPTEMBER 2024

**SYDNEY** *E.1992*  
**Brunswick ROAD**  
ASSOCIATION




## SYDNEY ROAD SHORT DOCUMENTARY & SUPPORT LOCAL CAMPAIGN

SRBA is currently working on another Support Local Campaign, to kick off later this year, in the lead up to the festive season. This year's campaign will be championed by a short video documentary recently finalised with Guido Pezz (a local film maker).

This year's campaign will be centred around the messaging of supporting the shopping strip, not the shopping centre – placing emphasis on what it means to support local. Supporting local is more than a transaction. It's supporting local community, local talent, local passion, local expression, local history and heritage.

**Next meeting: 10th September 6pm, SRBA Hub @454, RSVP essential**

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## A NOTE FROM COM PRESIDENT: Mary Gurry

Earlier this year I handed on my costume hire business to a new generation of young people with vision and optimism – having decided that 39 Halloweens was enough for me.

I'm very happy to say I will be leaving the Association in very good hands. I have had the privilege and honour of being President of SRBA for the last 5 years.

I want to thank all those who have volunteered their time and expertise to be on the Committee – they are the backbone of our success.

The present Committee have gone above and beyond to contribute and engineer success at every turn. Their enthusiasm and dedication have enabled so many activations, promotions and generally great ideas – all in the pursuit of letting the world know that the Sydney Road Brunswick precinct is an exceptional shopping strip. We should all be very proud of that.

Plans are already afoot for 2025 to make the precinct a more exciting place to be – so let the inspiration continue. I look forward to watching on and seeing SRBA continue from strength to strength.



## NOTICE OF AGM & SOCIAL NIGHT – TUESDAY 1 OCTOBER

The Sydney Road Brunswick Association (SRBA) invite you to attend the coming Annual General Meeting (AGM), taking place on Tuesday 1 October, from 6pm, at the SRBA Hub (454 Sydney Road Brunswick).

This AGM will include a social gathering for businesses, with food and drink provided. Ailsa Page will also be attending the night and providing a fun and informal approach to networking.

RSVP is required 7 days prior, by Tues 24 September 2024.

Formal notice of AGM is included as a separate insert in this newsletter.

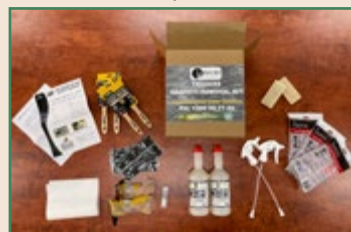
## GRAFFITI KITS NOW AVAILABLE FOR COLLECTION FROM SRBA HUB

The Sydney Road Brunswick Association Hub now stocks graffiti removal kits, which are free for businesses to request, use and keep.

Do you have some graffiti on your shopfront? A tag or maybe something more substantial? These kits are designed to remove graffiti from a variety of surfaces, and come with all the tools, materials and safety information.

The kits can remove spraycan, texta and felt pen from concrete, brick, painted, delicate and sensitive surfaces.

If you'd like to receive one, please call us on 9380 2005.



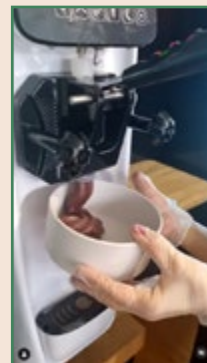
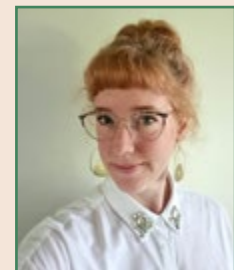
## VIDEO CONTENT

As you are likely aware, video content can reach wider audiences than still photographs on Instagram.

Did you know SRBA can create video content featuring your business, to be shared on Sydney Road Brunswick's social media channels (and yours!)

If you haven't already worked on one with us, reach out! We'd love to create one with you.

If you are interested in working on video content with us, please email Veronica at [info@sydneyroad.com.au](mailto:info@sydneyroad.com.au).



## WINDOW SMASHING

SRBA has been made aware of a number of window smashing instances along the precinct, taking place not only along the 2.5km stretch of Sydney Road itself, but also within the peripherals.

SRBA have been reporting these instances to the local Brunswick Police Station, as well as the impacted businesses also reporting, where able.

The smashing of windows (or attempts to) has been taking place within the precinct since late last year (that we are aware of) and most recently, around 4 weeks ago.

If your business has been impacted by an offender attempting to (or successfully) smashing any of your shop windows, please report it to the Brunswick Police Station.



Following a complete audit of the Sydney Road Brunswick precinct by SRBA, there appear to have been 9 properties impacted in the most recent timeline of offences. SRBA has communicated this to Police, along with some potential specific timeframes based on communications with businesses and property owners.

## BUSINESS FEATURES

- Stay Gold, The Brunswick Ballroom, the Brunswick Artists' Bar, Edinburgh Castle, Penny Black, The Retreat & The Bergy Bandom in [Beat](#)
- Stay Gold in [Beat](#)
- A1 & Maalu Maalu in [Time Out](#)
- Good Days, Cornish Arms & Kevabs in [Time Out](#)

Links available in email version of newsletter.

## COMPETITORS, FRIEND OR FOE?— AILSA PAGE

Often as small business owners we can get scared by Competition. We immediately think that competitors are going to take away from our business and make it harder to get customers. This thinking often kicks in when times feel tough and we feel a bit uncertain about the future or when a new competitor arrives that is a disruptor like Uber to Taxis. In reality, most competitors are not our enemy. Rather, they can help grow the market, draw people to the area and keep us striving to deliver great service and products to our customers.

Competition is a really normal and healthy side of business. It's a bit how in nature where a lot of bugs or frogs in an area are a sign of a healthy ecosystem, one that hasn't been overrun by cane toads. So too in business, if there isn't enough competition then (a bit like cane toads) a monopoly or duopoly by only a few players can occur. This ultimately leaves customers as the loser with reduced options in choice and price.

Let's have a look at some of the ways competitors are friends.

### 1. Competition helps you grow the market

Like you, your competitors are also promoting their services, the area, and trying to generate a need for your products. This can help amplify your promotional messages and get the word out to a broader audience.

### 2. Competition can bring other people to the area.

Do you think that the restaurants in Lygon Street get worried if another restaurant opens up next to them? Of course not! That's why people go to Lygon Street – to eat. They go to Lygon Street because there is a choice of restaurants. In the big Shopping Centres they often positioned similar shops next to each other – shoe shops, sports apparel, hairdressers etc. Having a few of the same type of business can actually create a 'precinct' which attracts customers because they know they have choices. Customers love choice.

### 3. Competition helps you find your point of difference.

Competitors help you to identify your point of difference. Customers may ask you what's the difference between you and business B? You then have to ask yourself the question what do I do better or differently from the competition? This forces you to find ways to differentiate yourself. Understanding your point of difference is helpful for your promotion.

In small business we can't always do it alone. It's so much more fun and effective if we can do it together. So I always think it's better to try and find a way to turn competitors into collaborators. It's surprising how often by connecting with the competition you can find new ways for both businesses to benefit. For example by collaborating in marketing such as having a feature article on your industry or your businesses, joining together for an expo or event such as a fashion parade, food safari, or just referring business to your competitor, you can grow the precinct, your brand as a community player and gain very valuable business friends.

If you are wanting some ideas on how you could collaborate book a time with me – it's free and I have loads of ideas.



## SECONDHAND & VINTAGE GUIDE

SRBA has started to work-through updating Sydney Road Brunswick's Secondhand & Vintage Guide, with this review also seeing the Guide be transformed with a new look and feel!

SRBA has been working behind the scenes with Merri-bek based Designers at Studio Keep, to update all the Guides we distribute, as well as work with us on future projects, as and when they take place. We can't wait to share with you the new look and feel.



## UPCOMING BUSINESS WORKSHOP

SRBA have arranged FREE workshops, run by Ailsa Page, with the upcoming one on pricing strategy.

Food and drinks will be provided, as well as additional ongoing 1-on-1 support from Ailsa after the workshops.

This workshop will cover:

- Different pricing strategies (what to use, when)
- Common mistakes businesses make with pricing
- Most asked questions about pricing

**When:** Tuesday 22 October, from 6.00pm

**Where:** SRBA Hub, 454 Sydney Road Brunswick

**Duration:** 1.5hrs with food and drink provided

**RSVP Deadline:** 5pm, Friday 18 October

Please contact us if you'd like to attend the workshop.

## UPCOMING EVENTS

### 175 YEARS OF SYDNEY ROAD

2025 will be Sydney Road's 175th Birthday, and SRBA is currently reaching out to various local groups and bodies, to hopefully work on a collaborative celebration. As more information becomes available, we will keep businesses in the loop.

### FESTIVE ART ON WINDOWS

Preparations will soon be underway for the Festive Art on Windows Program, this year taking place in our Jewell & Anstey precincts, on Saturday 23 & 30 November.

This much loved program is such a wonderful celebration of the festive season, and if your business is in the Jewell Precinct (Brunswick Road to Glenlyon Road) or the Anstey Precinct (Victoria Street to Albion Street) and would like your window painted with festive scenes and/or motifs, please let us know!





## NEW BUSINESSES (past 12 months)

### EAT 24 @373

Eat 24 is a vibrant new Turkish café, easily recognisable with its bright, yellow signage. Specialising in freshly cooked Turkish treats, the café offers a variety of mouthwatering dishes, including gozleme, pide, and kebabs, all prepared with authentic flavours. The menu also has an array of street foods and traditional sweets like baklava.

With its historic, ornate ceiling and outdoor seating, Eat 24 provides a unique dining experience, and, true to its name, is open 24 hours a day, ensuring a delicious taste at any time.

### TRENDY ANGELS @533

Trendy Angels boutique is delighted to be your one stop destination for kids' birthday, Baptism, Christening, wedding party dresses and special occasion apparel.

Dive into the joyous spirit of the season with their specially crafted collections, a blend of fashion and festivity, catering to boys and girls (ladies latest fashion is coming soon).

### NEXT DOOR TATTOOS @1/864

Your friendly Next Door Tattooists, located above Shivers Gallery on Sydney Road Brunswick (close to Moreland). As well as experienced tattooists, their resident artists are contemporary visual artists who make your custom or flash designs with love and mastery.

They are family-friendly, an LGBTQIA+ safe space and committed to non-discrimination of any kind. They celebrate your bodies! Stay tuned for upcoming design workshops, artist residency opportunities, and the launch of their contemporary art gallery & event space.

### SHAWBAK LEBANESE BAKERY @871

30 years of baking excellence! Shawbak Lebanese Bakery specialises in authentic Lebanese pastries and breads, bringing the rich flavours of Lebanon to you. Their menu features a range of delicious options, including amazing coco walnut pie, savoury manakish, and incredible Tripoli meat - all made from traditional recipes and high-quality ingredients.

At Shawbak, they combine heritage and taste to offer a memorable bakery experience. From their family to yours, taste the difference experience makes. Every bite has a story.

## BRIDAL PHOTOSHOOT

On Monday 3 June, SRBA conducted its own Bridal Photoshoot, with the images to be used to appropriately market and promote the comprehensive and iconic bridal and wedding offering within the precinct. This photoshoot incorporated over 18 Sydney Road Brunswick precinct businesses and 5 volunteer models, who all worked together to create outcomes that showcase happily ever after.

In the coming months this photoshoot will be featured with a full page spread in Melbourne Wedding and Bride Magazine, used as advertising with Easy Weddings on their digital platforms, and be the hero in all Sydney Road Brunswick precinct bridal advertising and marketing. Images will also be released to participating businesses for their free use, as thanks for participating and contributing to the outstanding outcomes.

