

NEWSLETTER - OCTOBER 2024

SYDNEY EST. 1992
Brunswick ROAD
ASSOCIATION



JOIN IN THE FESTIVE FUN!

FESTIVE ART ON WINDOWS PROGRAM

**Are you a business between Brunswick Road and Dawson Street,
or between Victoria Street and Albion Street?**

If so, we'd love to have you part of our annual Festive Art on Windows Program! This program is an annual favourite of the precinct's and sees skilled artists take to participating shopfront windows, to create an array of festive, joyous and celebratory temporary paintings, which are on display until January 2025 – when they are professionally removed.

The purpose of this program is to create a largescale display of creativity within the Sydney Road Brunswick precinct, showcasing artists from near and far, and creating a walkable attraction during the festive season. This program will:

- Generate foot traffic and bring people to the Sydney Road Brunswick precinct
- Showcase a unique and authentic experience
- Bring the festive spirit to the precinct
- Create social media content
- Draw attention to your shopfront

Want to be part of the fun? Great! Please reach out and let us know.

Next meeting: 8th October 6pm, SRBA Hub @454, RSVP essential

WWW.SYDNEYROAD.COM.AU | [SYDNEYROADBRUNSWICK](https://www.facebook.com/sydneyroadbrunswick)  [#SYDNEYROADBRUNSWICK](https://www.instagram.com/sydneyroadbrunswick) 
454 Sydney Road, Brunswick, VIC | Ph: 9380 2005 | info@sydneyroad.com.au

A NOTE FROM SRBA MANAGER: Troy Stuchbree

I want to acknowledge and give our sincere thanks to the ongoing dedication and commitment of our volunteer Committee of Management. As a Business Association operating on behalf of, and for, over 545 businesses within our precinct – the contributions of leadership, time, expertise and skill are a real asset.

This past financial year has been a big one for our Association, with over 42 activities, initiatives and programs delivered for the precinct (averaging 3.5 outcomes per month).

Within these outcomes, there has been:

- Over 1,150 direct business inclusions
- Over 9,233 business/precinct references
- And, over 249,491 consumers reached

I am forever amazed at what can be achieved, and these above stats are a testament to the value, worth and direct benefit of a Business Association such as SRBA.

This year, the Association received 9 nominations to be part of the Committee, all of which were accepted at the AGM on Tuesday 1 October, they are: Julie Cini OAM, William Ewing, Tony Gargaro, Vince De Grazia, Onur Kurt, Renae Maxwell, Ashley Blyth, Albert Sikkins, and Anthony Simpson.

At the AGM, and to provide to all Members, SRBA created an Annual Report that runs through everything we have either worked on, or completed, in the 2023/24 financial year.

Please download a copy of the report via this QR code, and have a read over it. I would be happy to answer any questions you may have.



UPCOMING BUSINESS WORKSHOP

SRBA have arranged a FREE workshop, run by Ailsa Page, 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.



RESULTS FROM SRBA'S AGM

As you may know, Sydney Road Brunswick has accounts on the main consumer-facing social media platforms; Facebook, Instagram, Youtube and TikTok; regularly posting both still and video content to each.

Across these platforms, in the 2023-2024 financial year we have posted over 660 pieces of permanent content, with over 200 stories.

Alongside ongoing content creation for precinct businesses, events and broader community activities; this past financial year SRBA also produced unique campaigns around supporting local, International Women's Day, Valentine's Day, Eid al Fitr and Mother's Day.

The most viewed video overall, was the video we created with Elide of Bonita Couture creating a dress for Zana Pali for the Grand Prix Ferrari F1 Gala Ball, receiving 55.2k views and 381.7 hours watch time on Youtube.

We have also seen a significant increase in the views of our videos on Tiktik since posting the video of Onur Kurt of O'KAHVE promoting the Brunswick Ball; which is still receiving views and likes; currently 21.4k views, 870 likes and 15 hours watch time.



Bonita Couture, 1/440A Sydney Road Brunswick

Sydney Road Brunswick

10k subscribers

Analytics

155k views

99

Share

Promote

Download

55k views · 1 year ago · BONITA COUTURE

BUSINESS FEATURES

- The Bergy Seltzer in [Star Observer](#)
- Good Days in [Broadsheet](#)
- A1 Bakery, Tiba's & Very Good Falafel in [Timeout](#)
- Subculture Brewing in [Broadsheet](#)
- A1 Bakery, Tiba's Restaurant & The Cornish Arms in [Australian Traveller](#)

Links available in email version of newsletter.

QUARTERLY SAFETY MEETING

SRBA will be participating in a Local Safety Committee Quarterly Meeting in November, that brings together representatives from all around Merri-bek, to discuss safety concerns and/ or opportunities that there may be. SRBA looks forward to discussing concerns that have been raised by businesses via our Annual Business Survey, as well as any other issues that we have been made aware of.

TIPS FOR ATTRACTING STAFF

Are you looking for staff as we head into Christmas? Attracting staff isn't as easy as it used to be but the good news is that with cost of living pressures there are definitely people who are wanting to find work. So how do you make your business an attractive option for job seekers? Start with asking yourself or your current staff what are the benefits of working with you or your business. Finding staff is more than putting up a sign saying you have a vacancy. There is a lot of competition for staff, so you need to stand out and have a compelling proposition for your job seeker. You need to create a good impression, show that you are a good company and communicate this powerfully online and offline.

Here are some things to consider and to promote when you are seeking staff:

- What is your industry reputation – this is the time to brag, so if you've won awards make sure this is known.
- What products/services you sell, what industries do you service?
- What brands do you have?
- Where are you located – are you close to transport, shops, great coffee, childcare, parking, is it safe, well lit
- What are your premises like? Modern, nice environment/ trees, outdoor lunch area, big staff room, prayer room, onsite gym, bike parking, latest machines, great coffee machine, natural light, heating/cooling, right outside tram stop or 5mins walk from train.
- Do you pay above award or with super?
- Have you got flexible options – family friendly hours, pets can come to work, part time, casual and full time, 4 day week?
- Do you have a steady workforce – how long has the average person worked there?
- Do you support any charities, sponsor any local clubs or give back in other ways?
- What is the culture of your business? Inclusive, diverse, task focussed, relationship focussed, like a family,
- What's the training you provide, induction etc.? Are staff paid during this?

Make A Good Impression Online

You will be researched online so it's worth checking how you look online in terms of reputation, reviews, photos and socials. Make sure your company looks good and that your values are well promoted on your website and social media prior to advertising so that you give the best impression when people are checking you out. When promoting the job, sell the features and benefits of the position to make it more appealing. Finally ensure that the potential job seeker has a positive experience with you; ensure your phone and email answering is friendly.

Communicate Powerfully

Advertise Everywhere – socials, website, signage, friends and family, SRBA

Extra Tips

1. Be flexible – consider tailoring the job for the person available
2. Promote everywhere, to everyone
3. Think outside the box – consider special needs, ex-offenders, parents, older workers



4. Investigate subsidies but don't rely on them
5. Get help from agencies or an HR expert if you need
6. Make contact with previous/retired staff members to see if they might be interested in coming back

Contact Ailsa if you need help making your ad stand out!



YOU'RE INVITED! HOSPO FEST: FLEXIKITCH GRAND OPENING MONDAY 21 OCTOBER

As new locals to Brunswick, to officially launch their brand-new Hospitality HQ: equipment showroom and demo 'Dream' Kitchen, Flexikitch is hosting a full day of festivities, food and giveaways welcoming every local hospitality venue – featuring dessert school with Jess Lemon from Masterchef!

Join them Monday 21 October 2024 from 9:30am at 45-49 Tinning Street in Brunswick to experience the ultimate hospitality event where you can network with industry professionals, leading equipment brands, sample delicious dishes, and learn from top chefs.

Register via Eventbrite with this QR code.



UPCOMING EVENTS

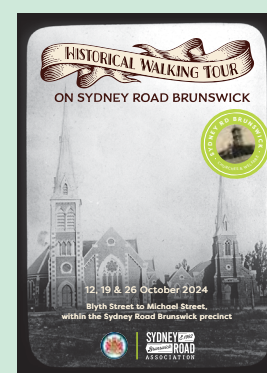
HISTORY TOURS: CHURCHES & WELFARE - 12, 19 & 26 OCTOBER

Teaming up with the Brunswick Community History Group, the Association has organised another series of our popular history tours; with another unique spin!

This series will focus specifically on churches & welfare around the Sydney Road Brunswick precinct between Blyth Street and Mitchel Street,

Stops on the tour will include a deep dive into:

- Brunswick Baptist Church
- The Salvation Army Citadel
- Manchester Unity Lodge (now The Hall at Welcome to Brunswick)
- Wesleyan Church
- St Ambrose Church
- Christ Church
- Brunswick Town Hall
- Brunswick Uniting Church



At the final stop of the tour, attendees will enjoy a scoop of ice cream at Fluffy Torpedo, and the opportunity to have a casual chat about the sights and stories of Sydney Road Brunswick from the past, present and future.



NEW BUSINESSES (past 12 months)

CENTRE SELF COLLECTIVE @70

Centre Self Collective offers a comprehensive, holistic approach to mental health, providing services such as EMDR intensives, individual therapy, couples therapy, schema therapy, and mindfulness. Their evidence-based methods focus on transformative healing, helping clients make meaningful life changes. With locations in Brunswick, Daylesford, and online, they foster connection through group therapy programs and provide targeted trauma resolution through EMDR intensives. Committed to inclusivity, sustainability, and reducing mental health stigma, they also support allied health professionals through supervision and offer tailored workshops to enhance overall well-being. Learn more at CentreSelfCollective.com.au

BIG BOWL KITCHEN @BARKLY SQUARE

Big Bowl Kitchen is a fast-casual Chinese restaurant with five locations in Melbourne, including Westfield Knox, Westfield Southland, DFO Moorabbin, Parkmore Shopping Centre, and Barkly Square, offering quick, delicious meals made with fresh ingredients, perfect for a convenient and satisfying dining experience.

GUZMAN Y GOMEZ @78

Guzman y Gomez ("GYG") is one of Australia's fastest-growing quick-service restaurant business with a vision of becoming the best restaurant company in the world. GYG is driven by a passion and energy for re-inventing fast food. GYG serves 100% clean, authentic, fresh, made-to-order Mexican food with added preservatives, no artificial flavours, no added colours and no unacceptable additives. GYG's menu caters all day - breakfast, lunch, dinner, and late night - and guests can order dine-in, takeaway, drive-thru, app, web and delivery. guzmanygomez.com.au

KERRI GRAVINA HAIRSTYLIST @SH16 SPARTA PLACE

Kerri Gravina is a renowned hairstylist with a distinguished career spanning 26 years. She has recently opened a new private studio in Brunswick, inspired by the area's unique and vibrant street style.

Kerri's studio is a welcoming space with a no-judgment approach, dedicated to helping clients discover a look that complements their individual characteristics and personal style. With a robust background in colour and education, and a particular passion for shags and modern mullets, Kerri is committed to making you look, feel, and be beautiful.

SYDNEY ROAD BRUNSWICK SHORT DOCUMENTARY - GUIDO PEZZ

Late in 2023, Guido Pezz reached out to the Association as a local Brunswick filmmaker, looking to make a short documentary about Sydney Road and its community.

Guido's Vision

In Australia, almost a third of the population is born overseas. 'Sydney Road' is a short documentary dedicated to a group of people with different backgrounds from all around the world who live and work together, sharing the same street.

Whether they work in restaurants, bridal shops, or a vintage store, they all share the same goal: serving and contributing to our community through hard work. Brunswick has a special soul and character that not many places possess.

SRBA worked with Guido Pezz to identify businesses within the Sydney Road Brunswick precinct according to our four business segments that may be great for this project.

The result has been more than we could have ever hoped for, so much so that its going to be championing a support local campaign in the lead up to the festive season this year. The short documentary showcases not only the different business segments within our precinct, but also that businesses are more than transactions and bottom lines, they are embodiments of family tradition, passion, and a desire to share in experience.

Check out the documentary via the QR Code, we look forward to launching it in November.

