

NEWSLETTER - NOVEMBER 2024

**SYDNEY** EST. 1992  
**Brunswick ROAD**  
ASSOCIATION





## BUSINESS INFORMATION NIGHT ON SAFETY & SECURITY – MONDAY 18 NOVEMBER

The Sydney Road Brunswick Association (SRBA) will be hosting a Business Information Night on Safety and Security, presented by the Brunswick Police Station, on Monday 18 November.

This evening has been organised to provide businesses with an update on the current crime trends taking place in the area, as well as provide information and tips on various topics impacting businesses and staff.

Both Sydney Road Brunswick precinct and broader Brunswick businesses are invited to attend this evening, at no cost, with light refreshment provided. *More information inside newsletter.*

**Next meeting: 11th November 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 PRESIDENT: Julie Cini OAM

Dear Business Owners, and the Sydney Road Community,

It is with great pride and excitement that I step into the role of President of the Sydney Road Brunswick Association (SRBA). As a newer business owner of this vibrant and diverse community, I am honoured to have the opportunity to serve and work alongside you all to continue the growth and prosperity of this iconic area.

Sydney Road is more than just a shopping and business precinct – it's a hub of creativity, culture, and connection. From the small independent retailers to the thriving hospitality venues and services, our businesses make Sydney Road a unique destination for locals and visitors alike. I believe we have the power to build on this strong foundation while navigating any challenges that lie ahead.

With 12 months under my belt as a committee member learning and helping grow the purpose of the SRBA, my focus as President will be on fostering collaboration, promoting innovation, and supporting our local businesses to thrive in an ever-evolving landscape. I aim to strengthen the relationships within our community and between the association and relevant stakeholders, ensuring that your voices are heard, and your needs are met.

The SRBA will continue its commitment to advocating for sustainable growth, organising events that bring people together, and ensuring that Sydney Road remains a welcoming, vibrant, and dynamic place for everyone.

I look forward to working closely with you all and welcome any feedback, ideas, or concerns as we embark on this exciting journey together.

Thank you for your continued support and trust.



## BRUNSWICK LEVEL CROSSING REMOVAL PROJECT (LXRP)

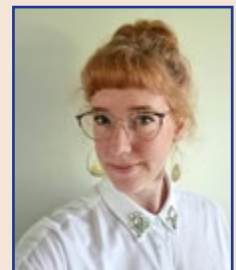
The most recent consultation process has closed for the LXRP. SRBA did attend an information session to talk with the representatives about issues faced by businesses in the area, and how the construction process will disrupt trade. At the meeting we were able to get a contact that we can continue the conversation with – and we will remain engaged with them, relaying information as and when it's made available.

If you have any questions about the LXRP project, please reach out to Troy via [info@sydneyroad.com.au](mailto:info@sydneyroad.com.au) or 9380 2005.



## FESTIVE SEASON & NEW YEARS: CALL FOR CONTENT

Do you have a special offer, deal or experience organised for between now and the end of 2024?



The Sydney Road Brunswick Association sends quarterly emails to our Consumer Database, currently with 3,700 active subscribers of people from near and far, and we would love to include your content.

Please email us the following details:

- 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 please include any photos of content. If you don't have any, please let us know and we will assist.

We have limited space so please send us your content by 5pm Friday 29 November to be considered for inclusion, to [info@sydneyroad.com.au](mailto:info@sydneyroad.com.au).

We look forward to hearing from you and are happy to answer any questions you may have.

## BUSINESS FEATURES

- Luther's Scoops in [Broadsheet](#)
- Bergy Bandroom in [Beat](#)
- A1 Bakery & GoodDays in [Broadsheet](#)

Links available in email version of newsletter.

## 175 YEARS OF SYDNEY ROAD

In 2025 Sydney Road will be turning 175! Established as Sydney Road by Robert Hoddle in 1850, Sydney Road was originally named Brunswick Road, followed by Pentridge Road, before being renamed to its current.

Sydney Road has long been a place of commerce, community and celebration – and 2025 will be a pivotal time to celebrate it.

To mark this occasion, SBRA will be leading collaborations with a number of stakeholders who are all linked by Sydney Road – with the intention to deliver a celebration later in 2025.

Before then, and about to start, SRBA is working on creating limited edition tote bags and t-shirts, as well as replacing select bin wraps – with a celebratory illustration designed by an artist – selected via a competition soon to be launched.

We'll also be approaching longstanding businesses and members of the public, to capture some of their memories of Sydney Road from when their business first came to be here. This we will use to celebrate 175 years in 2025, but also in the lead up to the festive season this year.

If your business is longstanding in the Sydney Road Brunswick precinct and you'd like to be involved, please reach out to Veronica at [info@sydneyroad.com.au](mailto:info@sydneyroad.com.au)

## DESTINATION MARKETING — HOW TO MAKE IT WORK FOR YOUR BUSINESS

One of the great things about being in the Sydney Road Brunswick precinct is that you are surrounded by interesting shops, eateries, galleries, music venues and people. That means that when people come and shop with you they also get the opportunity to take in this wonderful area. Think about other shopping precincts that are known by area: Lygon Street, Chapel Street, Flinders Lane – Sydney Road Brunswick lives up to all of these. It's just important to get the word out about the delights of this area!

### What is Destination Marketing

The concept of destination marketing is for the location to become part of the customer experience, which can enhance the overall value of your brand in the eyes of the consumer. By linking the unique qualities of a region to their brand, businesses can offer a richer, more appealing experience, enticing both locals and tourists alike. From small businesses to large enterprises, integrating destination marketing into promotional efforts can lead to increased foot traffic, customer loyalty, and broader brand recognition.

### Strategies for Effective Destination Marketing

- 1. Partnering with Local Businesses:** Teaming up with like minded or like product businesses and doing some collaborative marketing together. On your website suggest things for example *'when you come and shop with us don't forget to pop in for a coffee at xyz café and visit xyz business'*. Have business cards of complimentary businesses on hand to be able to refer customers to.
- 2. Highlight Unique Local Experiences:** Create promotions that integrate local experiences and what's unique to Sydney Road. Promote the local guides developed by SRBA to promote local products, events, artists and businesses. Maybe develop a shopping trail specifically tailored to your customers on your website or in house.
- 3. Social Media Campaigns with Local Hashtags:** Leverage social media platforms by creating content that highlights the connection between your business and the local area. Use local hashtags and geotags to increase visibility. Sharing photos of local landmarks, featuring local events, and collaborating with local influencers are all effective ways to reach people interested in your location.

Destination marketing is more than simply promoting a location; it's about connecting customers with a sense of place and creating experiences they will remember long after they leave. By integrating local charm and unique experiences into your marketing efforts, your business can stand out as a must-visit spot, no matter where your customers come from. Whether through social media, partnerships, or event marketing, a strategic approach to destination marketing will create brand value that resonates with locals and tourists alike.



## BUSINESS INFORMATION NIGHT ON SAFETY & SECURITY — MONDAY 18 NOVEMBER (CONTINUED)

Whether your business is in retail, hospitality or professional services – this session is relevant to all business operators.

The agenda includes:

### Generic Topic:

- Overview of the types of crime taking place in the area, its seasonality, and actions that may be at play currently to counteract

### Business Specific

- Ways to prevent petty theft
- How to safely de-escalate a potentially negative interaction with a member of the public
- How can businesses assist Brunswick Police in reporting crime as it takes place
- Tips for staff leaving work late at night or starting early in the morning
- Tips for staff around managing routines (such as trips to the bank)
- What can businesses do to deter crime and theft from their shop

### Questions

Businesses are invited to submit questions ahead of time if they would like to, or ask them at the session itself, via this link: <https://forms.office.com/r/fbe1PRdJb9>

### Attending Police Officers Include:

- Acting Senior Sergeant Glen Beadle (Fawkner Police Station)
- Senior Sergeant Brad Colbert (Brunswick Police Station)
- Sergeant Georgia Hammond (Brunswick Police Station)
- Senior Constable Kim McKeown (Crime Prevention Team)
- Leading Senior Constable David Gunn (Pro-active Policing)

### Information:

**Date:** Monday 18 November 2024

**Time:** 6.00pm to 8.00pm

**Location:** The Duke of Edinburgh Hotel, 430 Sydney Road, Brunswick, VIC 3056

**RSVP:** 5pm, Friday, 15 November 2024 to [info@sydneyroad.com.au](mailto:info@sydneyroad.com.au) or 9380 2005

**Offer:** If you'd like to eat prior to the session, The Duke of Edinburgh Hotel will provide a 15% discount from their Bistro, for registered attendees.

## UPCOMING EVENTS

### FESTIVE ART ON WINDOWS

Coming up 23 and 30 November in our Jewell and Anstey Precincts, 40 business's windows are locked in, with 34 artists prepped and ready to paint some festive scenes/ motifs and patterns!

There will also be festive roaming talent on those days so keep your eyes and ears peeled for the festive joy!



## NEW BUSINESSES (past 12 months)

### FASHION QUEEN @144

Discover the perfect blend of tradition and innovation with Fashion Queen! Your trusted manufacturer, importer, wholesaler, and retailer, specialising in exquisite in-house designs featuring stunning embroidery styles like Suzani, Chikankari, Phulkari, and Gotta Patti.

Designer cotton dresses, jackets, capes, sarongs, and scarves: Premium quality with unique and innovative designs. Luxurious home textiles: Elevate your living space with beautifully dyed textiles. Handcrafted rugs: Exceptional cotton and woollen rugs. Dazzling jewellery: Anti-tarnish jewellery collection at discounted prices.

Enjoy 25% off all items this Christmas!

### FLUFFY TORPEDO @213

Fluffy Torpedo (Sydney Road) is the second store for the Fluffy Torpedo team.

They create ultra premium ice-creams, build interesting stores, and donate 50% of their profits to effective charities around the world.

### MDT BUILDING GROUP PTY LTD @1/399

MDT Building Group is a fully accredited building company specialising in high-end fit out and refurbishment projects. Their personalised approach ensures close collaboration with clients from concept to completion, with meticulous attention to detail and fulfilling all aspects of the brief.

Their extensive portfolio in commercial building includes hospitality, retail, showrooms, education, corporate spaces, health and wellbeing. Their broad skillset extends itself to mixed commercial projects, fit outs, refurbishments and the redevelopment of existing spaces including alterations and structural modifications.

### CHRIS VALENTI @517

At Chris Valenti, it's all about clothing for the mothers / grandmothers of the brides / grooms, plus a huge variety for guests including evening wear for any occasion.

They have a large variety of dresses from long to mid length, dress and jackets, pants suits and many more items from size 10 to 24. They stock many brands like Joseph Ribcoff, Frank Lyman and many more that would be sure to style any occasion.

With friendly staff, Chris Valenti is a store you won't regret stopping by.

### ROYAL CUE BILLIARDS @843-851

Step into Melbourne's ultimate game haven! Royal Cue Billiard's massive pool hall is one of the largest in town, featuring top-quality pool tables, plus table tennis, air hockey, darts, and PlayStation 5 stations for endless entertainment.

Kick back in their lounge, where you can enjoy premium shisha flavours while challenging friends to your favourite games.

With a lively atmosphere and unbeatable gaming options, this is Melbourne's go-to spot for fun and relaxation. Don't miss out – join them today.