

SYDNEY *E.1992*
Brunswick ROAD
ASSOCIATION



Season's Greetings

Thank you for your continued support!
We look forward to a cracker 2025.



THANK YOU FOR YOUR SUPPORT IN 2024

The Association Office will be closed from Saturday 21 December to Sunday 5 January, re-opening Monday 6 January 2025

**If you need assistance during this time, please contact
President Julie Cini (0407 091 857) or Vice President Anthony Simpson (0409 236 205)**

From the Association's Committee of Management and Office, we thank you for your ongoing support, contribution and engagement towards our annual program of activity, events and opportunities.

Next meeting: 10th December 6pm, Moreland Hotel @882, RSVP essential

A NOTE FROM SRBA MANAGER: Troy Stuchbree

Follow-ups from Safety & Security Information Session

On Monday 18 November the Sydney Road Brunswick Association held an information evening for businesses in Brunswick, focused on safety and security, delivered by the Brunswick Police Station.



Held at The Duke of Edinburgh Hotel, the evening covered:

- Reporting to (and how to report to) the Brunswick Police Station
- Calling 000
- Using Crime Stoppers
- Crime trends, data and the importance of reporting
- De-escalation and protection
- Parameters around citizen arrests
- Persons asking for food, drink or money
- Graffiti (management and prevention)

The evening was mostly led by questions from the attending businesses, along with an update from the Brunswick Police Station on their current environment.

If you wanted to attend the session, but weren't able to, we have recorded the session and have published a question captioned recording on our website.

There will be more information and takeaways to come, over the coming months.

A key takeaway for the Association, from this session, was that we need to work on an advocacy plan and to empower our precinct to champion reporting.

To view the question captioned recording of the information night, scan the QR code or visit:



www.sydneypolice.com.au/safety-security-for-businesses/

If you have any questions, please feel free to reach out, info@sydneypolice.com.au or 9380 2005.



FESTIVE SEASON DIGITAL MARKETING REMINDERS

The festive season is officially here and whether you celebrate Christmas or not, best practice is to keep your business details up to date so your customers are kept in the loop!

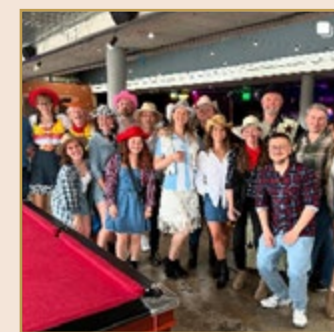


Here's a few things to remember to do...

- Update the Special Hours section of your Google Business Profile
- Share your open hours for the rest of the year on your social media accounts, and any days you will be closed
- If you are a business that people can buy online gifts from, make sure you share a post about last postage dates for gifts to arrive in time for Christmas
- Share some festive content: gift ideas (including gift vouchers for services!), workshops to make something instore, festive greetings from your team, pics of your own team celebrations etc
- Update your website with any special events coming up, and when you will close and re-open over the festive season. If you're not going to close, be sure to mention that!
- If you are having a break too, schedule ahead some posts for your socials for the days that you will be away so that your accounts don't lie dormant
- Be sure to check your accounts occasionally over the break and respond to any messages and/or comments



Artocracy
@ artocracy_store/



Brunswick Chiropractic
@ brunswickchiro

BUSINESS FEATURES

- That Paper Joint in [Time Out](#)
- Bergy Bandroom & That Paper Joint in [Time Out](#)
- A1 Bakery in [Time Out](#)
- Clothing the Gaps in [Time Out](#)
- Balha's Pastry in [Time Out](#)
- Mutual Muse, Savers & Goodbyes in [Insider Guides](#)
- Retreat Hotel in [Time Out](#)
- Maalu Maalu in [The Urban List](#)
- Mary Eats Cake in [Concrete Playground](#)

Links available in email version of newsletter.

CREATING MEMORABLE CUSTOMER CONNECTIONS THIS CHRISTMAS

Love it or hate it, Christmas stirs up emotions for everyone. This season of joy (or stress) presents a golden opportunity to connect with your customers on a deeper, emotional level. For businesses, it's the perfect time to foster loyalty and enhance the customer experience. Here's how you can embrace the holiday spirit while making your business memorable.

1. Check in With Your Customers

Not everyone approaches Christmas with the same enthusiasm. While some may revel in the festivities, others might find the season overwhelming or bittersweet. A simple gesture like asking, "How are you going this season?" can show your customers you care about them beyond the transaction.

2. Show Empathy

Once you've connected, let your customers know you understand where they're coming from. Whether they're stressed about gift shopping or excited to celebrate, small empathetic touches make them feel valued.

3. Acknowledge Them

A busy time like Christmas is ideal for pausing to acknowledge your customers. A heartfelt, "We really appreciate you choosing us today when you have so many options," can create a lasting impression.

4. Express Gratitude

Take the time to genuinely thank your customers for their support throughout the year. Whether it's a kind word, a note, or a thank-you email, gratitude goes a long way in building trust and goodwill.

5. Add a Little Festive Fun

Spread some cheer with small surprises:

- Hand out chocolates or candy canes at checkout.
- Let customers open an advent calendar for a small discount or prize.
- Include a handwritten holiday note in their purchase.

These little touches add joy to the customer experience, making it both memorable and shareable.

6. Give Back to the Community

Christmas is a time for giving, and customers love supporting businesses that give back. Consider donating a portion of sales to a good cause, or organise a charity event they can participate in.

7. Lend a Hand

Help your customers navigate the season with thoughtful services. Offer curated gift guides, special discounts, or gift-wrapping services. Anything that simplifies their shopping experience will win their loyalty.

Standout Ideas to Bring Extra Cheer

If you want your business to truly shine this season, think outside the box:

- Create a carol-free zone for customers who've had their fill of holiday jingles—or invite carollers for a festive atmosphere.
- Host live music or Santa appearances to draw in crowds.
- Design a Christmas-themed photo spot where customers can take selfies to share on social media.

- Offer free or donation-based gift wrapping to help busy shoppers.
- Show off your festive side by decorating your space (or pets!) in Christmas gear.

Make It Count

The magic of Christmas lies in the emotions it stirs. By connecting with your customers on an emotional level, you're not just selling products or services—you're creating experiences they'll remember and talk about long after the season ends.

This year, go beyond the usual sales pitches and festive discounts. Embrace the spirit of the season to build genuine, lasting relationships with your customers. After all, isn't that what Christmas is all about?

If you need more Xmas inspiration please contact Ailsa!



UPCOMING EVENTS

AWKWARD FAMILY PHOTOS WITH KAT JENKINS OF HOT BUT NOT PORTRAITS: SATURDAY 7 DECEMBER

We have organised for Kat Jenkins of Hot But Not Portraits to pop up at the Brunswick Artists' Bar on Saturday 7 December, between 1pm - 3pm, to create hilarious and awkward nostalgic Christmas portraits!

Hot But Not will get you ready for your 10 minute session with ugly knit jumpers, accessories and your favourite 80s inspired poses!

This event will be on a first come first served basis (no bookings required).



MELBOURNE WEDDING & BRIDE EXPO 2025

SRBA will be presenting the Sydney Road Brunswick Bridal Precinct at the 2025 Melbourne Wedding & Bride Expo, to be held at Melbourne Showgrounds on Sunday 12 January.

The Association uses this event to launch the precinct's annually updated Bridal and Wedding Guide, which is currently with our designer and going to print in just over a weeks' time. Thank you to all businesses involved as we worked to confirm the 100+ business details that are included in the Guide.

We look forward to showcasing our precinct at the Expo.



NEW BUSINESSES (past 12 months)

THE HAPPY BAKERS @49

At The Happy Bakers, previous owner of “Too Good Bakers” in Essendon, Simon Seyfi and their team of dedicated and passionate bakers are committed to delivering the highest quality, with freshly baked goods to the Brunswick community each and every day. Their thoughtfully curated selection features a variety of savoury pies, delectable pastries, and indulgent desserts, all made with the finest ingredients and crafted with the utmost care. Whether you're in the mood for your morning coffee, a sweet or savoury treat, or simply wish to indulge in something special, they have the perfect selection to satisfy every craving.

SUSHI JIRO BRUNSWICK @88B

A culinary haven where passion meets palate. Sushi Jiro is not just a restaurant; it's a celebration of flavours, a symphony of tastes curated for the discerning food lover.

Their journey began with a simple idea – to elevate the art of dining. From the sizzling perfection of their signature sushi to the mouthwatering salmon, each dish is a crafted masterpiece that tells a story of culinary innovation and dedication.

SOUND ADVENTURES SPEECH PATHOLOGY @2A/458

A Paediatric Speech Pathology Practice with a team of inclusive, neuroaffirming and caring allied health professionals.

Sound Adventures provides formal and informal evidence-based assessment to better understand your child's learning style, language development and overall communication profile so therapy goals set are most meaningful for your child.

They offer fun, engaging and motivating therapy in these areas: receptive and expressive language, late talking, social skills, play development, speech sound disorders, stuttering (the Lidcombe Program) and literacy.

FESTIVE ART ON WINDOWS

On Saturday 23 November, we were so lucky to host 20 artists, as they took to 20 shopfronts from Brunswick Road to Dawson Street within the Sydney Road Brunswick precinct, painting scenes and motifs for the festive season.

Unfortunately the 2nd painting day, locked in for 30 November was washed out with heavy rainfalls and thunder. This event has been rescheduled to 14 December for those artists available, and to a day and time that works for the artist and business for those that could not do the 14th.

The Festive Art on Windows program is an annual favourite on the Sydney Road Brunswick calendar, not only because it celebrates the festive season, but also for the showcase of creativity and joy that it delivers. This program transforms the Sydney Road Brunswick precinct into a colourful and enchanting display of the festive spirit.

Be sure to download a map from the QR code and check out the creations - on display till early January 2025.

