

NEWSLETTER - FEBRUARY 2025

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

# SYDNEY ROAD STREET PARTY

## SYDNEY ROAD STREET PARTY – SUNDAY 2 MARCH

It's now under a month until the Sydney Road Street Party!



If you have any questions about how you can setup your stall, activate your shopfront, or create a promotion – please reach out.

**If you have a stall, please keep in mind the following upcoming dates:**

**Stallholder Briefing: 6:00pm to 7:30pm, Tuesday 11 February 2025 (online)**

**Stallholder Induction Due: 25 February 2025**

**Next meeting: 11th February 6pm, SRBA Hub @454, RSVP essential**

WWW.SYDNEYROAD.COM.AU SYDNEYROADBRUNSWICK  #SYDNEYROADBRUNSWICK   
454 Sydney Road, Brunswick, VIC | Ph: 9380 2005 | info@sydneyroad.com.au

## A NOTE FROM COM MEMBER: Vince DiGrazia

My name is Vince DiGrazia and I wanted to introduce myself as a new member of SRBA.

I am the owner of Three Hands Café and Supercharged Toasties. I have joined the SRBA Committee as my passion and commitment to Brunswick has been long standing.

My dad emigrated to Australia and settled in Brunswick in 1962, from Italy, at 13 years old. Although he did not attend any schooling in Australia, he worked the farms during the week and would travel between Brunswick and Morwell before he met my mum. I was born in Morwell in 1972. We moved back to Brunswick in 1974, when I was 2.

As a teenager, I would walk to high school from Canberra St to the old Trinity Regional College along Sydney Road. I have seen so many changes the last 40 years, from the Bunnings store, previously Spotlight and Coles. The old Post Office where the Penny Black is.

I started in hospitality in 1985 at 13 years old, working at Pinkys Pizza in Brunswick.

In 1990, life lead me down a different path for 28 years, I worked for Downs and Sons Rope Cordage in Brunswick before I made my leap into my own cordage manufacturing business in 1998.

In 2007 I expanded and opened a fishing and tackle store which fed my favourite past time.

By 2015 I had sold my business and decided to return to the employment scene, as I wanted a slower paced life (LOL), but the draw back to hospitality was too strong and when a café on my favourite street came up for sale, I couldn't resist.

My first week of trade, I was shocked at how many people I knew from the 80's that were still walking the streets of Brunswick. I knew I was home and it felt great.

I joined SRBA as I want to bring that same feeling I felt in the 80's, walking down Sydney Road, to be preserved. Yes Sydney Road has changed, but the core feeling and the lively community has not.

Thank you Brunswick for giving me the best memories of the last 50+ years, with many more to come.



## BUSINESS SURVEY & CUSTOMER SURVEY

At the end of March and throughout April, the Association will be completing our annual business and consumer surveys.

The business surveys will be delivered to you within the SRBA March newsletter, so please keep an eye out for your survey. The responses we receive assist us greatly in understanding the needs of our business base, and how we are tracking.

Consumer surveys will be conducted along the strip at different times, and those responses will aid us in continuing to refine and define who the Sydney Road Brunswick precinct shopper is, so that we can better target them through advertising and other promotional initiatives.



## SOCIAL MEDIA TRENDS 2025

New year, new trends? Let's see.

### • Video is still King.

And even though Instagram Reels can now be 3 minutes long, the recommendation based on consumer preference, is still for short videos. Having the option for longer reels is great though so definitely have a play with that feature.

### • Authenticity is incredibly important!

It comes down to trust and relatability. If you see the human side of a business, their employees, their day to day operations, you know you can trust them and you can relate. Your consumers want to see that too. Consider posting less heavily branded content, and more customer and employee related content.

### • AI - have you tried it out yet?

It's a steadily growing trend to use AI with social media. Please be aware when using, as it could work against our previous point about authenticity. Here are a few tools to try out if you haven't already:

- **ChatGPT** – an AI-powered natural language processing tool for generating text.

- **Synthesia** – an AI-driven video creation platform that produces personalised videos.

- **Lexica** – an image generation tool that creates visuals from text descriptions.

### • Social media SEO

You likely know that SEO can aid your website being found on Google. Well, now that consumers are increasingly using social media as a search engine, SEO can now aid your social posts being found. And no, we're not talking about hashtags. Consider the following:

- **Keyword searches to source topics to cover**

- **Keyword use in social media captions and copy**

- **Adding alt text to images**

- **Always adding subtitles to videos**

## BUSINESS FEATURES

- Good Days Hot Bread & Small Axe Deli in [Broadsheet](#)
- A1 Bakery & Choukette in [Broadsheet](#)
- Luther's Scoops & Billy Van Creamy in [Broadsheet](#)
- The Cornish Arms in [Broadsheet](#)
- Retreat Hotel & Welcome to Brunswick in [Broadsheet](#)
- Fuumi Fuumi in [Broadsheet](#)
- The Cornish Arms in [Timeout](#)
- Good Days in [Broadsheet](#)
- Maalu Maalu & Ollie's Pizza Parlour in [The Age](#)
- Welcome to Brunswick, Retreat Hotel in [The Urban List](#)
- A1 Bakery in [Time Out](#)
- Fluffy Torpedo in [WA Today](#)
- Clothing the Gaps in [NIT](#)
- Clothing the Gaps in [Inside Retail](#)
- Good Days Hot Bread in [Broadsheet](#)
- Subculture Brewing Company in [Crafty Pint](#)
- Ramen Shouyuya in [Broadsheet](#)

Links available in email version of newsletter.



## MAKING THE MOST OF THE SYDNEY ROAD STREET PARTY

Let's Party like it's 2025! Even if you don't have a stall or are located outside the action you can still benefit from making the most of the Sydney Road Street Party and the 60,000 people coming to the area. Here are some ideas for you to consider and try on for your business.

### Lead Up to the Street Party

1. **Promote** the street party on your socials using appropriate hashtags to attract some new views.
2. **Advise customers** whether you will be open and your hours of opening on the day.
3. **Have some party themed promotions** happening in the lead up to the event and maybe for the following week after the event.
4. **Advise customers** of what your involvement in the street party is – if you have a stall, where it will be, and encourage your customers to say hello. Provide an incentive for them to swing past.
5. **Team up** with some other businesses to provide a combined offering.
6. **Promote products** that you sell that may be useful for the street party – hats, bandaids, shoes, backpacks.

### Day of the Street Party

- Offer a coupon for people to come back and shop with you.
- Provide pay on the day, pick it up later; or if local maybe consider home delivery.
- Wear a Tshirt advertising your business as you attend the party.
- Take photos and produce content for your socials – promoting the great location.
- Provide samples, try before you buy and giveaways.
- Encourage people to tag your business on their social media.
- Adapt your hours to meet the street party times and peak periods.
- Go wild and enjoy yourself and bask in the great neighbourhood you are part of.

### After the Event

- Give a shout out on social media using the street party hashtags.
- Extend your street party promotions.
- Follow up any new leads made at the street party and encourage them to come and visit in store.

### Q & A

#### How do I get people to come to my shop if it's not right where the party is?

Offer something of value such as a chill out zone or phone charging station, give out free sun hats or umbrellas or provide a cloak room.

#### How do I get people from outside the area to come back and shop?

Make a good offer. Provide a discount coupon or a free

lunch voucher to make it worth people's trip back. Put a time limit on the voucher for 3 weeks to get them to take action.

#### What are some ideas for how services can get involved?

Having a stand letting people know about your services can be a great way to get the word out there. Engaging people through a quiz, a competition or a demonstration can work well e.g. makeup demonstration, having an expert on hand to answer questions for free,

If you need some more tailored ideas for your business why not book in for a chat with Ailsa.

<https://calendly.com/ailsapage/srba-1-1-biz-chat>



## VISIT VICTORIA PRESENTATION

SRBA, alongside Merri-bek City Council (Economic Development) and Central Coburg Business Association, presented to Visit Victoria in December, on the marketable tourism and visitor economy of the inner north.

The intention of this presentation was to establish our precincts (and Merri-bek) more prominently for their content and editorial opportunities. This initial connection opens our precinct up to further promotional and marketing opportunities, and we plan to remain engaged and provide relevant updates.



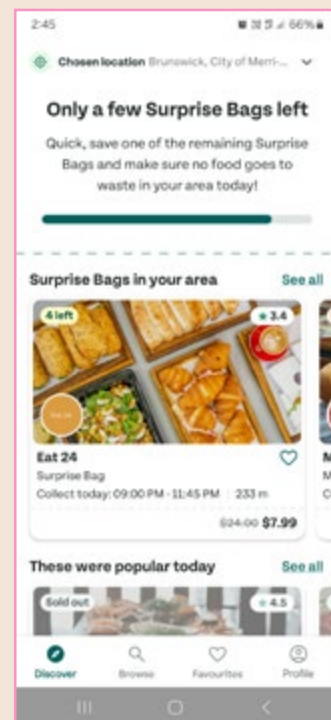
## TOO GOOD TO GO - PHONE APP

Too Good To Go is a mobile app designed to reduce food waste by connecting customers with local businesses that have surplus food.

The app allows users to purchase meals and groceries at a reduced price from cafés, restaurants, and stores that would otherwise have thrown them in the bin.

By using this app, businesses can recover a bit of extra cash, while customers enjoy great food at a lower cost! The initiative also contributes to environmental sustainability by minimising food waste and promoting a more responsible approach to consumption.

We've noticed a few businesses in our precinct are already on the app. If you're interested, head to [toogoodtogo.com/en-au/](https://toogoodtogo.com/en-au/) for more info.



## NEW BUSINESSES (past 12 months)

### EPIC VINTAGE @37

Discover EPIC VINTAGE: a quirky vintage clothing shop with a fun vibe and excellent prices. Epic Vintage offers a hand-picked collection of genuine preloved treasures from the 60s to the 90s, as well as psychedelic festival and party wear for all genders. They also provide dressmaking services, alterations and repairs, ensuring every customer gets just the right fit!

Drop in to browse, and if you are lucky, you might get to pat Xena and Willow, the adorable shop kitties!!

### JIM SCULLY PSYCHOLOGY @70A

Jim is a registered Clinical Psychologist who has worked in private practice for the last eight years. He has worked with a wide variety of clients and issues. He knows that challenge, difficulty, and suffering is, unfortunately, an inevitable part of the shared human experience.

Sometimes we cope well, and even grow from these experiences, and at other times we need help – there is nothing wrong with this. Jim finds that even sharing a little humour in therapy (when appropriate) is not out of the question!

### VIRTUAL ICON VINTAGE @209

A curated collection of rare, archive, and iconic vintage designer handbags from luxury fashion houses such as Chanel, Louis Vuitton, Gucci, Prada, Fendi, Dior, and more. The collection, comprised of hundreds of only authentic vintage bags, span decades from the 1970s to the early 2000's.

Purchasing from Virtual Icon Vintage means that not only are you acquiring timeless and affordable luxury but contributing to sustainability by extending the life cycle of luxury goods and reducing the planet's demand for new. **Enjoy 10% off your first purchase!**

### FIRE GRILL RESTO & CATERING @444

Fire Grill Resto & Catering brings authentic Filipino flavours to Brunswick, offering restaurant dining and catering services that specialise in lechon (roasted pork and crispy pork belly) and other Filipino family favourites.

Dine-in or takeaway, Fire Grill promises quality ingredients and unique flavours that honour traditional Filipino Cuisine.

### SYDNEY RD CONVENIENCE & TOBACCONIST @456

Sydney Rd Convenience & Tobacconist is your convenient hub for everyday essentials and specialty items.

Located in the heart of the Sydney Road Brunswick precinct, the store provides a wide selection of snacks, energy drinks, shisha products, and tobacco items.

### PETER WATSON @739

Peter Watson is a family business that has been making quality food products using all natural ingredients for over 25 years. The range began with spice blends from across the globe and has grown to include curry pastes, condiments, casserole bases, pasta sauces, salad dressings and more.

All products are hand made on site in small batches. Having recently relocated from Collingwood they are now proud to call Brunswick home. Drop in for a jar of your favourite condiment soon!

