

NEWSLETTER - MARCH 2025

SYDNEY E.1992
Brunswick ROAD
ASSOCIATION



MAINSTREET 'LOVE SYDNEY ROAD' STREETSHOW



Merri-bek City Council, in partnership with Mainstreet Australia, are delivering a free networking and business development event on Tuesday 1 April, from 5pm to 8.30pm at the Brunswick Town Hall, and you're invited to attend the session. Food and drink will be provided.

The event will cover key topics for business owners and operators, including visual merchandising, shopfront presentation, and how to collaborate with fellow businesses in the area.

This is a great opportunity to hear from experts, ask questions and see how to make quick changes with lasting impacts. Presenters include Martin Ginnane (Director, Ginnane & Associates), Sue Anderson (Principal, CoSquared), Kate Hannaford (Director, Moth Design), and Elizabeth Joldeski (Executive Officer, Mainstreet Australia).

Whether you're a longstanding or new business operator, this will be a worthwhile event to attend. Scan the QR code to secure your free spot!

Next meeting: 8th April 6pm, Location TBC, RSVP essential

WWW.SYDNEYROAD.COM.AU SYDNEYROADBRUNSWICK  #SYDNEYROADBRUNSWICK 
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SYDNEY ROAD STREET PARTY – WRAP UP

The Street Party welcomed thousands of people to the precinct over the course of the day, and the Association was making the most of attending numbers.

The Association delivered two marquees at the event (one at either end), to:

- Increase email subscribers to the precinct customer database, which gained over 2000 subscribers on the day
- Promote and sell merchandise, extending the reach of the precinct brand, with over 250 sales
- Launch the 2025 Eating and Venue Guide, with over 1,500 distributed along with our other guides
- Launch the limited edition 175 Years of Sydney Road t-shirts and tote bags, designed by local Jess Kitty Parker, celebrating Sydney Road's naming (1850-2025)

In addition to the above, this year SRBA also purchased and distributed over 150 vouchers to attending audiences, bought from businesses that sit outside the event area, to encourage return visitation and assist businesses in rewarding local customers, or securing new customers to your shop.

Maintaining a strong connection with other local community groups, schools, and talent is important to the Association, so SRBA again delivered the Kulin-bulok stage on Edward Street – with 7 performances over the course of the day celebrating community.

Now that the Street Party has come to an end, we are following up with businesses to hear directly from you, about your thoughts on:

- How the event was delivered
- Your involvement and outcomes
- Your feedback, to be provided to Council

A survey will be distributed this month, which will assist SRBA and having informed conversations with Council about future years, and areas of opportunity from this year.

BALLARAT STREET RESIDENT BAGS – THANK YOU!

With the help of over 20 businesses, SRBA was able to pack 140 Sydney Road Brunswick precinct tote bags with a wide variety of valuable contributions – which will be used to welcome the new residents to the 140 apartments at the newly completed complex at 4 Ballarat Street.

SRBA looks forward to delivering similar initiatives in future to other residential complexes being built in the area. This is a great way to get customers in your doors, reward local supporters and connect with new customers.



COLLABORATION: SRBA AND YOU

We want to spotlight you – not just as a business owner but as an active part of the Sydney Road Brunswick precinct's community!



This series of business features is designed to showcase the vibrant connections within our precinct. By participating, you'll not only promote your own business but also strengthen relationships with your fellow traders and highlight what makes the Sydney Rd Brunswick precinct such a special place to shop, dine, and explore.

Each video will start with a short snippet about your business, followed by your top 3-5 favourite businesses in the precinct. It's an opportunity to share what you love, give a shoutout to your neighbouring businesses, and engage with a wider audience.

Videos will be shared across our Instagram and Facebook accounts, boosting visibility for you and the businesses you mention. Get involved and let's celebrate our amazing business community together!

To participate, reach out: info@sydneyroad.com.au or 9380 2005. We'd love to feature you!



BUSINESS FEATURES

- A1 Bakery in [Timeout](#)
- Clothing the Gaps in [Insider Retail](#) and [Broadsheet](#)
- Brunswick Ballroom in [Beat](#)
- Luther's Scoops, Mamma's Boy Trattoria & Mediterranean Wholesalers in [Broadsheet](#)
- Ramen Shouyuya in [Broadsheet](#) & [Broadsheet](#) (twice)
- Walrus & Green Refectory in [Sydney Morning Herald](#)
- Tiba's & Balha's Pastry in [Timeout](#)

Links available in email version of newsletter.

BUSINESS SURVEY

Please see included in this newsletter the Association's Annual Business Survey. This is an important opportunity for SRBA to understand how you are tracking, understand opportunities and identify areas for improvement, not only as an Association, but also towards other elements in the area where SRBA can directly contribute, intervene or advocate.

Responses to the survey are required by Friday 28 March, with SRBA collecting your physical responses over the coming weeks. If you'd prefer to complete a digital survey, please refer to the digital version of this newsletter. The survey should only take around 5 minutes, but assists us greatly.

BUSINESS HEALTH CHECK – WHAT ARE GOOD SIGNS, WHAT ARE THINGS TO WORRY ABOUT

Running a business can be one of the best things you can do. You feel on purpose, you are providing a future for yourself or your family and you love what you do. Sometimes it can be super stressful and quite demoralising.

This usually depends on whether your business is doing well or struggling. It's not always easy as a business owner to objectively look at the state of our business. Often we are optimistic (which is a great quality to have in business) and don't necessarily read the warning signs.

The good news is that businesses can turn around and make the successful journey from not profitable to profitable again, if your business red flags are acted on.

Here is a list of some signs that your business is in great shape and then also some indications that trouble may be ahead. Have a look and see what is true for your business.

Good signs

1. You are getting repeat business – your customers are coming back
2. Your income is greater than your expenses
3. Your sales are increasing from the previous period/ or your profit is increasing
4. You are enjoying yourself
5. You have high engagement on social media or through your e-newsletters
6. You have enough money to pay your bills and cover unexpected expenses
7. You are paying yourself a wage
8. You have loyal staff
9. You know how customers are finding out about your business
10. The phone is ringing or people are contacting your business via your channels

Worrying signs

1. Your customers are not coming back
2. You are receiving poor reviews or a lot of products being returned
3. You have low customer referral rates
4. You have high unsubscribe rates on your email newsletters
5. It is hard to keep staff, and staff turnover is high
6. You are not sure which of your marketing is working
7. You are reducing your stock orders
8. You are stressed
9. You don't have enough money to cover your bills and taxes
10. You are working more than 6 days a week in your business

Where to go for help:

Your accountant is a good place to start or speak to a business mentor, coach or consultant.

As a SRBA member there is free and confidential help at hand with me, Ailsa Page. To book your appointment, use the QR code or <https://calendly.com/ailsapage/srba-1-1-biz-chat>



VICTORIA POLICE – NEIGHBOURHOOD POLICING FORUM

Victoria Police are hosting their annual Neighbourhood Policing Forum on Thursday 3 April, at the Coburg Civic Centre from 6pm to 9pm, and this is a great opportunity to voice concerns, and talk about the issues you are facing as business owners and operators in the area.

SRBA is aware that there has been a noticeable increase of anti-social behaviour in the area over the past 12 months, and this event presents the perfect opportunity for businesses to be heard by decision-makers within Victoria Police. Businesses are highly encouraged to attend and voice their concerns on issues being faced. This may include, but are not limited to:

- Drug affected, homeless or displaced persons
- Break-ins, robberies and petty theft
- Window smashing
- Graffiti
- Assaults (verbal and/or physical)

The forum will also explore topics, including:

- Current crime trends
- Family violence
- Young people
- Road policing
- Drugs and drug related crime



Following on from the Business Information Night hosted by SRBA in November, this is an important opportunity to continue the conversation, both as an Association as well as independent businesses.

Registration is required, you can email merri-bek-lac-oic@police.vic.gov.au or scan the QR code.

UPCOMING EVENTS

EASTER EGG HUNT

April is just around the corner and with that comes the School Holidays and Easter! This year, the Association will again host its Easter Egg Hunt within the Sydney Road Brunswick precinct, where we call on businesses to display an Easter egg sign in their shopfront windows – which is the sign that customers must find 5 of to be in the running for a prize!

This activity is a great way for you to connect with potential new customers – with customer feedback always noting how great this is to find new businesses, and have fun while doing it.

The Easter Egg Hunt will take place from 5th April to 15th April. If you'd like to be part of the fun, please let us know!



NEW BUSINESSES (past 12 months)

APEX HEARING @30

Apex Hearing is a local, independent hearing clinic with no ties to manufacturers or large corporate groups. Services include: Audiological assessments; accredited fully subsidised services for pensioners and veterans*; Medicare rebates; one-month trial period on all hearing devices - no deposit required; and consistent care from the same clinician, ensuring a personalised approach to each patient's needs. Apex Hearing staff do not receive sales commissions or rewards, ensuring unbiased advice.

*Conditions apply under the Australian Government Hearing Services Program

THE BRIDE HOUSE @453

The Bride House is dedicated to creating high-quality bridal and evening wear that makes women feel confident, elegant, and radiant. Whether for a wedding or a special event, each dress is designed to leave a lasting impression. Offering both exclusive collections and customisation services, the brand turns dream dresses into reality with expert craftsmanship and premium materials. From bridal gowns to evening dresses, every piece is meticulously crafted to celebrate beauty, sophistication, and are timeless.

DANCE DYNAMICS @601

Dance Dynamics has been welcoming dance and fitness clients for over 27 years, and has recently opened a studio here in Brunswick! Located in Anstey Way, their freshly renovated modern venue offers a diverse range of classes. These include low and high impact dance fitness, Zumba, Salsa, adult ballet and group fitness training.

Classes cater to all ages and skill levels and feature specialised dance lessons for ages 55+. Newcomers can get started with 21 days unlimited classes for only \$65 (conditions apply.)

SUBCULTURE BREWING COMPANY @841

Subculture Brewing Company stands as a lively fixture in Brunswick, offering a unique blend of craft beer and community spirit. Founded by former medical scientist Luke Forster in August 2024, this modern brewery and public bar boasts an industrial-chic aesthetic, complemented by a rotating selection of in-house brews and guest taps.

Beyond beer, patrons can enjoy wines, spirits, and cocktails, all within a welcoming atmosphere. Regular live music and events further cement its place as a neighbourhood favourite.

