

NEWSLETTER - APRIL 2025

SYDNEY E.1992 Brunswick ROAD ASSOCIATION





ANNUAL EASTER EGG HUNT

The Sydney Road Brunswick precinct is hosting its annual Easter Egg Hunt from the 5th to the 15th April, where 30 egg signs have been hidden in participating shopfront windows, and visitors to the area are required to find 5, to go in the draw to win 1 of 20 chocolate prizes.

This competition, whilst simple in its process, is a great way for customers to explore and experience the precinct in a different way to how they would traditionally, providing them with an opportunity to see new and different businesses that they would not normally, as they look high and low for the signs.

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

WWW.SYDNEYROAD.COM.AU SYDNEYROADBRUNSWICK  #SYDNEYROADBRUNSWICK 
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A NOTE FROM COM MEMBER: Kate Syme-Lamont

I'm Kate, a new member of the Sydney Road Brunswick Association Committee.

I'm part of the team behind Shivers and Next Door Tattoos at 864 Sydney Road, near the corner of Sydney x Moreland Road. We run an artist-led tattoo studio and gallery. We are also developing a small artist-in-residence space.

We moved into the space in late 2023, when the strip was still finding its feet post-COVID, and spent a good few months renovating. Our collective includes Safak, a painter and tattoo artist who moved here from Turkey in 2019, Emilie, who's an artist, curator, and arts organiser, and me.

This is my second time living in Brunswick. Between then, I spent more than a decade working in the cultural sector overseas. When I moved back to Australia, I explored living in different parts of Melbourne but Brunswick felt most like home.

What I really value about the area is its diversity. Sydney Road and its surrounds have changed a lot over the years, but the sense of openness is still there. None of us grew up in the area, but we all feel like we belong.

I'm excited to get to know more of the community and be involved in the future of the precinct.



EXPANSION OF MEMBERSHIP

The Association is currently exploring opening up its Membership to businesses outside of the special charge precinct, where it would be appropriate and inline with the destination 'Sydney Road Brunswick Precinct'.

Currently the precinct, in its existing format, includes businesses and areas that are off Sydney Road itself, which is why in recent years the Association shifted its use of language to be broader than Sydney Road Brunswick, and refer to the destination as a 'precinct' - which provides a greater sense of inclusion and correctly identifies the area represented by SRBA.

The Brunswick Activity Centre (where the precinct is located) is currently, and will continue to be part of, considerable growth and change over the coming years - not only with the Level Crossing Removal Project, but also the high-density residential developments taking place.

SRBA recognises that a lot of the works undertaken by the Association under advocacy, marketing, promotion and business development currently (and into the future) not only benefit the businesses we represent, but also those that sit within close proximity - which is why the exploration is taking place.



100 WORD MEMORY/STORY COMPETITION



From mid February to mid March we ran a competition on our digital channels, giving people the chance to win a \$150 voucher to spend in our precinct. All that was required to enter was to share with us in 100 words or less, their best memory or story from the Sydney Road Brunswick precinct!

We received some wonderful stories, with the winner coincidentally owning a business in the past in our precinct!

We will be sharing some of the stories to our social media channels, but read below for Joy's winning entry:

The magic of 1950s Sydney Road, Brunswick. Marvelling at cash zooming up wires to the first-floor cashier at Treadways department store (now the Hardwick Building).

Slurping that essential sip at the drinking fountain outside the post office (now Penny Black).

Absorbing Danny Kaye movies at the Padua 'picture palace' (where IGA is): submarine-like ticketbox, spectacular art deco staircase, and Humpty Dumpty icecreams prepared before our eyes.

These small joys play in my mind like a never-fading song - mixed with memories of Joy Cafe Gallery, which I ran in the 1990s (now Kao Thai).

I love Sydney Road, Brunswick.

~Joy Marsh

WEBSITE REDEVELOPMENT - SYDNEYROAD.COM.AU

Coming through COVID-19 and the importance that the pandemic placed on digital channels, the role of the Sydney Road Brunswick website changed to be more than just a destination for consumers, but also for the businesses we represent and sections of the community we engage with to arrange and deliver events.

With this, SRBA is currently redesigning and developing sydneyroad.com.au. This project will enable SRBA to further strengthen the integration of the website into our objectives, especially in regards to:

- Further enhancing the business discovery and precinct exploration by consumers
- Educating our businesses on business development opportunities
- Providing a "Get Involved" connection on the website for community/specialist groups to assist in the enhancement of our precinct

This project aims to develop our website so that it can better cater to the businesses in our precinct, consumers and third parties looking to get involved in various ways.

Over the coming months we will be approaching businesses to confirm their details with us so that when the new website is launched mid year, everything will be fresh and up to date.

More info to follow!

MELBOURNE WEDDING & BRIDE EXPO RESULTS

On Sunday 12 January the Association showcased the Sydney Road Brunswick Bridal Precinct at the 2025 Melbourne Wedding and Bride Expo, held at Melbourne Showgrounds.

1,783 attended over the course of the day, with the first 150 attendees treated to a promotional bag, which included the Sydney Road Brunswick precinct's new 2025 Sydney Road Brunswick precinct Bridal and Wedding Guide.

We used the Expo to launch the guide, distributing an additional 300+ copies to attendees we were able to engage with.

This year, SRBA's Bridal Precinct display included 4 A2 posters of photos taken from a Sydney Road Brunswick precinct bridal shoot SRBA organised in June 2024.

With thanks to the businesses from the photo shoot, and our table display that included pieces from Petal Pop Flowers, Ratio Cocoa Roasters and a brochure dress made by Miss Bella Bridal, SRBA were able to create an appropriate display to showcase the breadth of Sydney Road Brunswick precinct's Bridal offering.



In collaboration with businesses who contributed a special offer, SRBA designed an exclusive email and competition that incentivised over 160 sign-ups to the precinct's customer email list over the course of the day. The email garnered 104 (64.2%) opens after its distribution on Tuesday 14 January.

2025 EATING & VENUE GUIDE

The Sydney Road Brunswick precinct 2025 Eating & Venue Guide was finalised and delivered in February, where it was officially launched and distributed in the thousands at the Sydney Road Street Party!

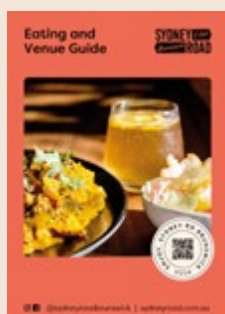
This year the guide was completely redesigned following results of a consumer survey, that saw participation from 102 people who live and love the guide.

For 2025, we updated information listed in the guide to better assist consumers in finding the right food, drink and/or fun, for them. Changes to the guide include the introduction of cuisine categories for select business types, and refining the dietary considerations key.

This year the guide has over 160 businesses listed, covering bakeries, bottle shops, cafes, hotels, bars & venues, restaurants, tea & juice bars, and of course, shisha lounges.

Thank you to everyone who worked with us to confirm your business details and descriptions for the guide. Since the Street Party, we have delivered bundles to business's counters, but if you missed out or have already distributed all yours, please let us know and we'll drop some to you.

The guide is also available to download on sydneyroad.com.au.



BUSINESS SURVEYS

Thank you to all businesses that have so far completed their business survey. To date we have received back over 50 and will continue to do collections to ensure that your surveys and business feedback is collected.

UPCOMING EVENTS

EASTER BUNNIES – 5 APRIL, 11AM TO 2PM

To assist in driving the Easter Egg Hunt competition within the precinct, and to launch the school holidays, the Association is hosting 3 Easter Bunnies on Saturday 5 April, from 11am to 2pm, where they will be hopping along around the precinct, handing out chocolate eggs and promoting the Easter egg hunt.

HISTORICAL WALKING TOURS – ICONIC SHOPS – 16 & 26 APRIL, 3 MAY, 11AM TO 12.30PM

This year sees the return of the continually popular historical walking tours, delivered in collaboration with the Brunswick Community History Group.

This coming tour series focuses on iconic shops from within the precinct, both past and present, and delivers an opportunity for participants to understand more about the precinct they live and love, or the precinct they are visiting for the day.

On the tours, attendees are treated to a Sydney Road Brunswick tote bag, precinct collateral and tour booklet, visits inside select businesses and treats along the way.

The theme of this coming tour series also assists in recognising and celebrating 175 years of Sydney Road.



NETWORKING MORNING – SAVE THE DATE

SRBA will be hosting its next networking event on Wednesday 30 April, from 7.30am to 9am.

Please let us know if you would like to attend on 9380 2005 or info@sydneyroad.com.au.



NEW BUSINESSES (past 12 months)



THE ATTIC @1/48

The Attic is a healing space. Millicent Matthew is a doctor of Traditional East Asian medicine and acupuncture. As a counsellor, they provide compassionate thoughtful care. Whether through acupuncture or counselling, Dr. Matthew is committed to enhancing well-being and empowering clients. Millicent has a special interest in reproductive, psycho-emotional and musculoskeletal health.

They consider vitality of both mind and body important aspects of a whole person. Join The Attic community and experience a unique approach to health and wellness that honours and supports diverse needs.



ELITE SUPPLEMENTS @BARKLY SQUARE

Elite Supplements at Barkly Square, found at 90-106 Sydney Road, Brunswick, stands as a leading provider of premium nutritional supplements in Australia. It boasts an extensive selection of top-quality products, from protein powders to pre-workouts, designed to support varied fitness objectives at affordable rates. Celebrated for its outstanding customer service and expert guidance, Elite Supps helps clients excel in their wellness journey. Situated in Shop 5, Barkly Square, it remains Australia's fastest-growing supplement brand, dedicated to enhancing health and performance.



CHRIS VALENTI @517

At Chris Valenti, they have always believed in bringing customers stylish, sophisticated, glamorous and elegant pieces made from the best quality fabrics at affordable prices.

With exceptional customer service and offering a large range of glamorous and elegant pieces ranging from size 10 to 26 at an affordable price, Chris Valenti has become the largest destination for ladies evening wear, no matter what the occasion.



SUMAC @653

Sumac is a whole new kitchen on Sydney Road where the traditions of Middle Eastern and Mediterranean cuisine meet to create a wholesome, modern fusion which they call 'middle-terranean'.

Their seasonal menu offers a new take on the depth and passion of their cultural heritage, with traditional homemade meals, smoky charcoal barbecue and rich, colourful spices.

MORE ACCESS, MORE BUSINESS

Making your business accessible isn't just good ethics - it's good business. The new More Access, More Business guide from Merri-bek City Council is here to help small businesses and retailers adopt accessibility best practices.

The guide highlights simple, practical steps to improve accessibility for customers of all abilities, including adding ramps, de-cluttering entrances, and creating wider aisles.

With over 32,000 Merri-bek residents living with disabilities, accessibility can expand your customer base and enhance community inclusion.

Providing good access not only attracts more customers but also ensures compliance with legal requirements under Australian anti-discrimination laws.

For a free copy of the guide and personalised advice, visit merri-bek.vic.gov.au/accessible-businesses or contact the Merri-bek Disability Planner on 9240 1111.

Accessibility is better for business and better for everyone.

