

NEWSLETTER - MAY 2025



# Sydney Road Brunswick Precinct NETWORKING BREAKFAST

Enjoy a hot beverage, delicious food and networking



## NETWORKING BREAKFAST - WEDNESDAY 14 MAY, 7:30AM-9AM

**Our next networking event, created specifically for you and your staff to connect and collaborate with other businesses within the precinct, is coming up soon and we would love to see you there!**

In addition to delicious morning beverages, food, and casual networking, the Sydney Road Brunswick Association would love to use this time to hear from you about your hopes for the future of the Sydney Road Brunswick precinct and Association.

**No cost to attend with food and drinks provided, please RSVP by Monday 12 May to [www.trybooking.com/DAWFV](http://www.trybooking.com/DAWFV) or scan the QR code above.**

**Next meeting: 13th May 6pm, Location SRBA Hub, RSVP essential**

[WWW.SYDNEYROAD.COM.AU](http://WWW.SYDNEYROAD.COM.AU) | [SYDNEYROADBRUNSWICK](https://www.facebook.com/sydneyroadbrunswick) | [#SYDNEYROADBRUNSWICK](https://www.instagram.com/sydneyroadbrunswick)   
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## A NOTE FROM COM MEMBER: Diana Samaydi

I'm Diana, proud owner of Royal Stacks Brunswick at 800 Sydney Road Brunswick. We opened our doors on April 1, 2016, and it's been an amazing journey ever since. Choosing Brunswick was easy - it holds a special place in my heart. I grew up here, and some of my earliest memories are of helping out in my parent's shop, just down the road from where Royal Stacks stands today.

Back then, Sydney Road was buzzing with life and filled with people from all walks of life. It was diverse, welcoming, and full of character - and it still is. Growing up in that environment taught me the value of community, hard work, and building relationships. So when I decided to open my own business, there was no question Brunswick was the place to do it.

From day one, our goal was to make Royal Stacks more than just a burger joint. We wanted to create a place where people could enjoy high-quality food made from top tier ingredients, unique flavours and a vibe that blends nostalgia with fresh energy, while also making our customers feel genuinely welcomed and cared for. Friendly, down-to-earth customer service is something we have always believed in, and it's a big part of who we are.

What makes me especially proud is the team we've built. Most of our staff are locals, and many have been with us since the beginning. They care about this place just as much as we do, and it shows.

Brunswick's energy and diversity continue to inspire me. The support from the local community has been incredible, and that's why I joined the Sydney Road Brunswick Association.

I want to be part of this great community and help support other businesses on Sydney Road to thrive and succeed for many years to come.



## WEBSITE REDEVELOPMENT: SYDNEYROAD.COM.AU

As mentioned in our April Newsletter, SRBA is currently redesigning and developing the precinct's website sydneyroad.com.au.

We have started 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.

We will continue confirming your business details over the coming months so if you have not already, we will likely see you soon!



## EDITS: A NEW VIDEO EDITING APP BY INSTAGRAM

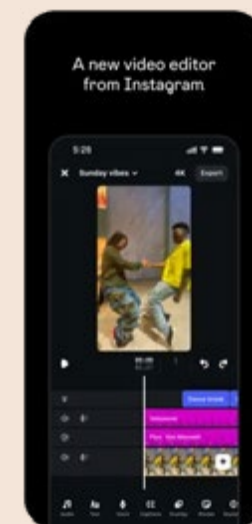
If you're sick of paying for a video editing app, or sharing videos with another business's watermark on top of it, get excited. Instagram has just launched a new, FREE video editing app called 'Edits', and it could not be easier to use.

Available on both iOS and Android devices, this new app has all the editing tools for you to create content in one place. You can also pin ideas and inspiration here too.

The app includes features so you can easily:

- Capture high quality footage
- Edit videos together
- Easily remove any background
- Style text
- Add video effects
- Animate images with AI and more...

Why not give it a go?



## BUSINESS FEATURES

- Tender in [Beat](#)
- Ratio Cocoa Roasters in [The Age](#)
- Shivers in [Arts Hub](#)
- Sydney Road Lucky Lotto & News in [The Lott](#)
- Maalu Maalu in [Broadsheet](#)
- Rin Sura in [3AW](#)
- Mary Eats Cake in [Time Out](#)
- Bergy Bandroom in [Beat](#)

Links available in email version of newsletter.

## BUSINESS KITS — AN IMPORTANT TOOL FOR NEW BUSINESSES & BUSINESS OWNERS

The Association is currently working on redeveloping the precinct's Business Kit, which is an integral tool for any new business or business owner to the precinct.

The kit provides an overview of the precinct, and what it means to do business within the precinct. Importantly also, the kit provides an understanding of the resources available to businesses, not only through the Association but also through other providers such as Council and other support services.

SRBA looks forward to finalising the new kit by the end of the financial year.



## BUSINESS SURVEYS NOW COMPLETE

SRBA thanks everyone for their recent involvement in the Association's annual business survey, which assists guiding the key activities, initiatives and advocacy work delivered.

This year, the business survey gained an incredible 172 responses from businesses, which equates to be roughly 31% of our business base (545), and an increase of 37 responses (24.1%) on the previous year. It's great to have such a strong response on the previous years, and within that, a diverse mix of business perspectives.

From these responses, the Association will now start to review the data, and include trends, opportunities and areas for improvement into the coming year's outcomes.

A summary sheet of the data will also be made available to all businesses, so that you can see what's happening within the Sydney Road Brunswick precinct.



## CUSTOMER SURVEYS WRAPPING UP SOON

Whilst collecting the business surveys, SRBA has also been working to collect customer surveys from patrons within the precinct. Much like the business surveys, these are also collected annually to continually inform the Association and update our understandings on who the Sydney Road Brunswick precinct shopper is and how they interact with the precinct and businesses.

To date the Association has collected over 260 responses from customers within the precinct, with a mix of the responses from the various areas, and times of day – ensuring a vast array of data is collected to inform SRBA.

A summary sheet of the data will also be made available to all businesses, so that you can see important information on who the Sydney Road Brunswick precinct shopper is, and how they interact with the precinct.



## ANNUAL MARKETING PLAN AND BUDGET

The Association is currently working on the Marketing Plan and Budget, which is created on an annual basis, responding not only to the 5 Year Business Plan for SRBA, but also to the ongoing developments and changes from within both the precinct and external factors (such as changes in the economy).

This coming financial year, and as the Association continues to make considered changes and updates to ensure its online presence remains strong, relevant and engaging – the social media role and deliverables will be growing, and with it, a Digital Marketing Plan will be created and followed.

SRBA looks forward to finalising these important documents ready for their launch at the end of this financial year.

## FOOD & ENTERTAINMENT PHOTOSHOOT

SRBA has recently completed a thorough review of its image library for the precinct, and identified that there is a gap in our library specifically towards our food, drink and entertainment businesses.

In the next few months, to address this and ensure SRBA has a strong and contemporary image representation of the food, drink and entertainment offering, the Association will arrange for a range of businesses to be included – ensuring a diverse representation.

The final images will be used in a variety of marketing and promotional opportunities for the Association, including but not limited to the iconic Sydney Road Brunswick Eating and Venue Guide, our new website to be launched at the end of the financial year, and other online/print mediums.



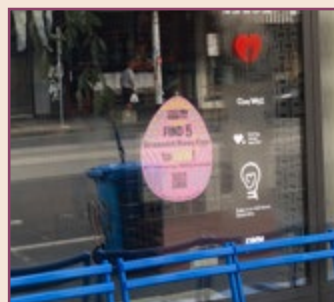
## EASTER EGG HUNT OUTCOMES

Leading up to Easter, SRBA delivered its annual Easter Egg Hunt in the Sydney Road Brunswick precinct, this year attracting 140 entries; more than triple the amount of entries last year.

This competition promotes exploration of shops and the precinct, with participants tasked to find 5 Easter egg posters in 5 out of 30 participating shopfront windows, to go in the draw to win a chocolate egg for Easter!

Thank you to all businesses involved in the 2025 program, by displaying an egg poster in their window and to those that gifted the winners a chocolate Easter egg!

This year to kick off the Easter egg hunt, SRBA organised for 3 Easter bunnies to hop the precinct, handing out tasty chocolate eggs and flyers to promote the hunt. SRBA also handed out flyers on the day, engaging with the public and encouraging hunt participation, with many of the public entering the competition on the day.





## NEW BUSINESSES (past 12 months)

### BREW BY ZENO SPACE @242

Brew by Zeno Space is a sophisticated café located in Brunswick, adjoining a vibrant coworking hub for entrepreneurs and small business owners. Known for its refined atmosphere, attention to detail, and Mediterranean-inspired menu, the café offers freshly made sandwiches, focaccias, croissants, and sweets. On occasion, it also offers other Mediterranean inspired dishes, such as soups and pastas.

Patrons can enjoy artist-crafted coffee, fresh orange juice, and jazzy music in an elegant setting. Brew by Zeno Space is a community-focused destination where quality, creativity, and connection come together.

### BRUNSWICK LIFE DENTAL CLINIC @584

Established in 1994, the dental practice at 584 Sydney Road Brunswick came under new ownership in late 2024 and re-opened as Brunswick Life Dental Clinic. Continuing the legacy as a family practice, the team are proud to continue to offer the choice and personal service that are the benefits of the small, independent dental practices in Brunswick.

The practice is currently offering a 'Come and Try Us' check up & clean, \$99 for adults, \$59 for children 12 & under or gap free with any health fund.

### SULTAN RESTAURANT BRUNSWICK @743-745

Sultan Restaurant Brunswick, located in Sydney Road Brunswick's Moreland Precinct, serve up a delicious array of homestyle Pakistani cuisine. Greeted by a mouthwatering buffet – customers are left incredibly satisfied with the food and service – all at great prices. Whether you're craving a midday meal or a late-night bite – they've got you covered.

