

NEWSLETTER - JUNE 2025

SYDNEY E.1992
Brunswick ROAD
ASSOCIATION



**American Express
Backing International
Small Restaurants
Grant Program**

Melbourne | Sydney | Auckland



INTERNATIONAL
DOWNTOWN ASSOCIATION
FOUNDATION

In partnership with



**AMERICAN EXPRESS BACKING INTERNATIONAL
SMALL RESTAURANTS GRANT PROGRAM**

15 grants of \$23,000 AUD each are now available for application, for small restaurants across Melbourne and Sydney!

Run in partnership between American Express and the International Downtown Association (IDA) Foundation, and supported by Mainstreet Australia, eligible small restaurant owners are invited to apply for one of 15 grants to put towards improving their business.

Any restaurant, pub, bar, or café with food service that satisfies the eligibility criteria can apply. Previously awarded applicants are ineligible to apply. *Read more inside.*

Next meeting: 23rd June 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 SRBA MANAGER: Troy Stuchbree

Thank You to Anthony Simpson and congratulations to Vince DiGrazia

In May the Association received the reluctant resignation of Anthony Simpson, who served on the Committee of Management since 2021, and who quickly accepted the role of Vice President in November 2022.

During Anthony's time on the Committee, he proved to be a strong and passionate representative for the Association, and the many businesses that call the Sydney Road Brunswick precinct home.

During his time, SRBA progressed positively through a number of large projects and milestones, including such outcomes as SRBA's positioning and advocacy around the Level Crossing Removal Project, and the successful renewal of the Sydney Road Brunswick Special Charge, from 2023 to 2028.

Anthony has long been a resolute supporter and advocate for small to medium-sized business, having himself been part of, and involved in, many.

Following the resignation of Anthony, SRBA is pleased to advise the appointment of Vince DiGrazia as Vice President, a role he had been supporting during a period of Leave by Anthony. This appointment was confirmed at the Committee's May Meeting, with resounding support by the Committee of Management.

SRBA congratulates Vince and looks forward to working alongside him in what continues to be a highly collaborative and inclusive Committee and Association.



SHOPFRONT AND BUSINESS SAFETY

There have been recent incidents, both within the Sydney Road Brunswick precinct and outside of it, that may have business owners wondering about their storefront safety.

If any business operators would be interested in having a police officer attend their business to provide advice on store layout and/or measures that you may be able to put in place to provide or setup a safe environment, please let us know via email info@sydneyroad.com.au or 9380 2005.

PUBLIC MEETING — BRUNSWICK NEIGHBOURHOOD WATCH

A public meeting will be held on Monday 7 July, from 6pm at Balam Balam Place, located at 15 Phoenix Street, Brunswick, just off Sydney Road, to have a conversation around the opportunity of starting a Brunswick Neighbourhood Watch. All are welcome to attend.

The purpose of this meeting is to gauge the interest from residents, businesses and other stakeholders from within Brunswick, and is in response to ongoing conversations around community connection, safety and advice.



THE BENEFITS OF COLLABORATION

As Media Manager, I know how important collaboration is for business and the benefits that can be achieved in terms of engagement, reach, ideation and more. But it's not just important online.



Collaboration between businesses, big or small, established or new, can lead to truly valuable outcomes. Whether it's recommending customers, sharing ideas, services or spaces, working together helps everyone grow stronger.

That's why we want to help make those connections happen. If you're interested in meeting up with another business from within the precinct for a casual coffee chat (paid for by the Association), to talk about who you are, what you do, and explore how you might collaborate, let us know.

It could lead to a great cross-promotion online, a shared event, or even something completely unexpected.

Also, if you haven't already, we encourage you to join the Sydney Road Brunswick Trader Facebook Group. It's a space for networking, news and support, just for Sydney Road Brunswick precinct businesses.

The Group is a great way to stay connected and keep the collaboration going beyond networking events. You can find it at on Facebook, under the group name "sydneyroadtraders", or via the QR code.



So, if you want help connecting with other businesses, send us an email at info@sydneyroad.com.au



BUSINESS FEATURES

- Mary Eats Cake in [Time Out](#)
- Pontiaki Estia in [Greek Herald](#)
- Barkly's Kitchen in [The Urban List](#)
- Stay Gold in [Star Observer](#)
- What the Putt in [The Urban List](#)
- Walrus in [The Age](#)
- A1 Bakery in [Time Out](#)
- Very Good Falafel in [Broadsheet](#)
- Tom Phat in [Australian Good Food Guide](#)

Links available in email version of newsletter.

AMEX GRANT PROGRAM CONT...

The current 15 grant opportunities are open to applications from both Melbourne and Sydney based small restaurants, with more information on the grant opportunity, and eligibility criteria, found via the QR code below.

This is an exciting opportunity with many restaurants and eateries in and around the Sydney Road Brunswick precinct likely eligible to enter.

SRBA encourage all restaurants and eateries to explore the criteria, to see if you are eligible to apply.

Applications are open now and close on July 1, 2025. To find out more and apply, scan the QR code.



NETWORKING BREAKFAST - THANK YOU

A big thank you to those that were able to attend our Networking Breakfast held on Wednesday 14 May from 7:30am at Lobbs Café.

It was wonderful having so many businesses in attendance, with the breakfast welcoming 28 members of the business community. While at the breakfast, SRBA gave an update on some recent initiatives and also provided everyone with a snapshot of the 2025 Business and Customer Survey Results (on the back of this Newsletter). SRBA looks forward to welcoming you at the next networking event.



HISTORY TOURS: ICONIC SHOPS

Special thanks to Mediterranean Wholesalers and Paradise Records for allowing the tour groups to enter and look around the interior of your premises, and for providing more information and insight into your businesses and the buildings. These recent tours welcomed over 50 attendees, across the 3 tour dates.

SYDNEY ROAD BRUNSWICK PRECINCT PHONE APP

With the redevelopment of the Sydney Road Brunswick precinct website, sydneyroad.com.au, the decision has been made to decommission the Sydney Road Brunswick precinct phone app, noting that having a fully responsive and easily accessible website is more relevant in today's digital landscape - especially when it integrates the same functionality (such as listings for business specials, promotions, and events).

To support this transition, SRBA will be arranging for the removal of outdated phone app stickers from business windows over the coming months.

SRBA GENERAL MEETING

The next General Meeting of the Sydney Road Brunswick Association (SRBA) will take place on Monday 23 June, from 6pm, at the SRBA Hub (located at 454 Sydney Road, Brunswick, Victoria 3056). This meeting has been called so that three Special Resolutions can take place to update the Sydney Road Brunswick Association Incorporated's Model Rules. The proposed Special Resolutions are as follows:

Special Resolution 1: Update to Part 1 – Preliminary > Purposes

Update of the Purposes of the Association to be:

- a) To represent and support all businesses in the Special Charge boundary, including Associate Member businesses within the secondary boundary.
- b) To engage in promotional and marketing activities for the continued success and economic viability of the Sydney Road Brunswick precinct.
- c) To introduce and deliver programs that foster the professional development of businesses in the Sydney Road Brunswick Precinct

Special Resolution 2: Update to Part 1 – Preliminary > Vision and Mission Statement

Include the Association's updated Vision and Mission Statement under the Purposes, being:

Vision

The Sydney Road Brunswick precinct is the destination of choice for locals and visitors who want to explore the unique and authentic experience of multicultural Melbourne.

Mission

Our mission is to represent our Traders on areas of most value to their business, and to work with our partners in positioning the Sydney Road Brunswick precinct into a thriving shopping strip which is of benefit to the whole community.

Special Resolution 3: Update to Part 3 – Members, Disciplinary Procedures and Grievances > Division 1 – Membership > Item 14, Associate Memberships

Remove Associate Memberships bullet point (1)(a), currently being:

- (a) any members under the age of 15 years; and

To be replaced by:

- (a) Any member who is operating a business out of a commercial premise, within the boundary of the predetermined area (Associate Member boundary), receiving benefits and support as determined by the Committee of Management; and

Then, to include a new bullet point (3), to sit directly below bullet point (2), and note the following:

- (3) Acceptance of associate membership is at the discretion of the Committee

Any member who would like to appoint another member as a proxy for the meeting, may do so by emailing info@sydneyroad.com.au or calling 9380 2005.

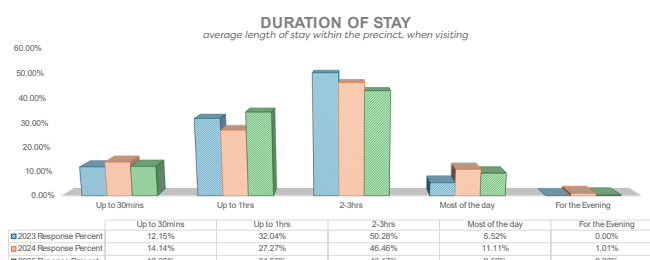
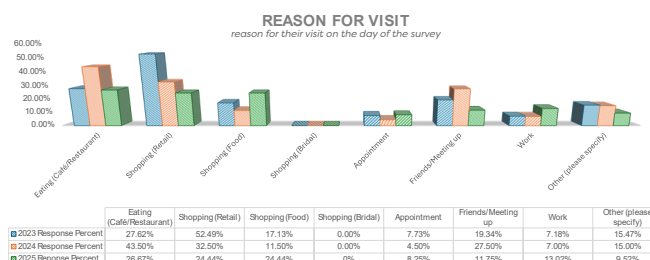
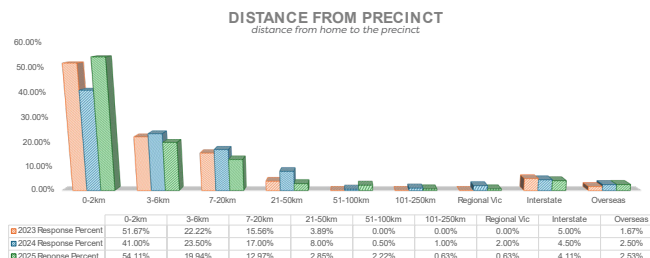
Date & Time: 23/06/25, from 6pm

Location: 454 Sydney Road, Brunswick, Victoria 3056

RSVP: info@sydneyroad.com.au or 9380 2005 by 17/06/25

SUMMARY OF CUSTOMER SURVEY RESULTS

From the 2025 Sydney Road Brunswick precinct customer surveys. These surveys are conducted annually by the Sydney Road Brunswick Association - with this year achieving 300+ respondents.

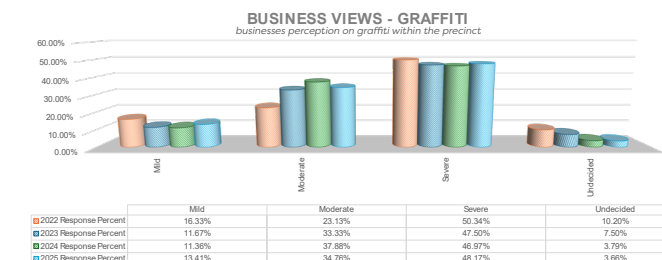
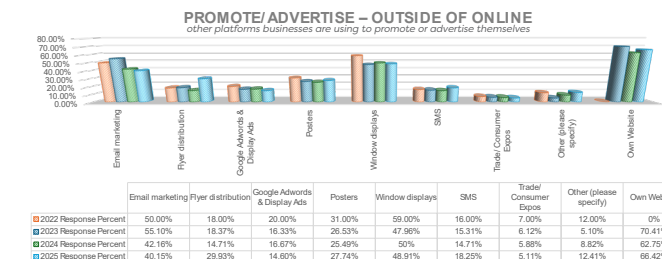
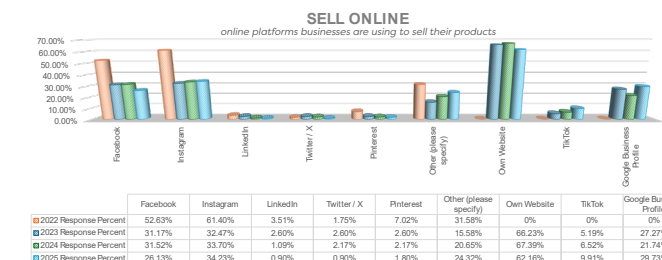
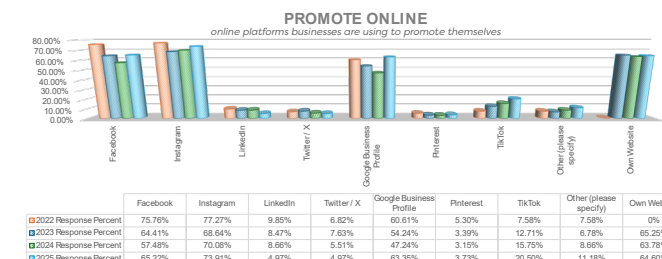
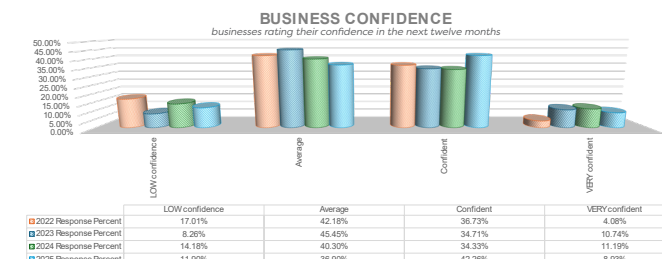
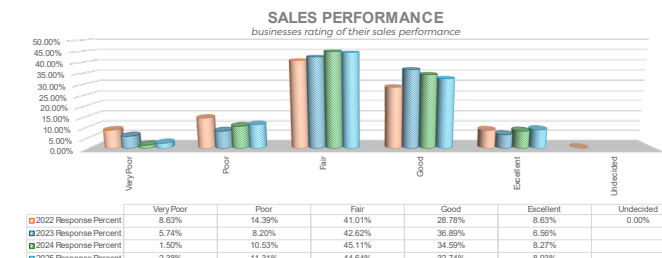


	Brunswick West	Brunswick	Brunswick East
Population	16,085 (2024)	28,740 (2024)	16,042 (2024)
Gender			
Male	6,977	12,057	6,646
Female	7,713	12,837	7,560
Age Groups			
Babies and pre-schoolers (0 to 4)	703	984	532
Primary schoolers (5 to 11)	861	1,130	599
Secondary schoolers (12 to 17)	589	796	508
Tertiary education and independence (18 to 24)	1,475	2,649	1,309
Young workforce (25 to 34)	3,720	7,294	4,625
Parents and homebuilders (35 to 49)	3,367	5,918	3,623
Older workers and pre-retirees (50 to 59)	1,570	2,385	1,267
Empty nesters and retirees (60 to 69)	1,122	1,800	816
Seniors (70 to 84)	986	1,584	732
Elderly aged (85 and over)	289	440	189
Income (Weekly Gross Income)			
\$1 - \$499	2,483	4,293	2,022
\$500 - \$999	2,780	4,565	2,294
\$1,000 - \$1,499	2,263	3,809	2,318
\$1,500 - \$1,999	1,715	3,213	2,179
\$2,000 - \$3,499	1,622	3,313	2,128
\$3,500 +	523	1,091	631
Not Stated	600	930	597
Nil Income	817	1,198	637
Ancestry			
English	4,097	7,758	4,445
Australian	3,543	6,279	3,416
Irish	1,999	3,868	2,096
Italian	1,868	2,697	1,673
Scottish	1,427	2,608	1,629
Greek	961	1,197	696
Chinese	689	1,096	691
German	516	1,096	626
Indian	337	447	244
Dutch	246	438	268

Data collected from Census. Unless Specified, data refers to 2021. Not all Census data from 2024 has been released at time of printing.

SUMMARY OF BUSINESS SURVEY RESULTS

From the 2025 Sydney Road Brunswick precinct business survey. These surveys are conducted annually by the Sydney Road Brunswick Association - with this year achieving 170+ responses from businesses within the precinct.



Full Consumer Survey and Business Survey results will be released to businesses later in June 2025