

SYDNEY EST. 1992
Brunswick ROAD
ASSOCIATION



BRUNSWICK NEIGHBOURHOOD WATCH – COMMUNITY DISCUSSION

You are invited to attend a community discussion about forming a Brunswick Neighbourhood Watch, to help residents and community members of Brunswick connect with their neighbours and learn simple things that can be done to help keep everyone safe.

We encourage businesses to attend the coming meeting this Monday 7 July, from 6.30pm at Balam Balam Place. SRBA representatives will be attending the discussion.

Meeting details and more information inside newsletter.

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

A NOTE FROM COM MEMBER: Will Ewing

G'day, Sydney Road Brunswick community!

I'm Will Ewing, the Venue Director of the Brunswick Ballroom, and I'm thrilled to connect with you again.

Since joining the Committee in 2021 and stepping into the role of Treasurer in May 2023, I have gained an even deeper appreciation for our beautiful neighbourhood.

Living, working, and playing in Merri-Bek fills me with pride as I witness the unique tapestry of our strip, where tradition meets innovation.

We are amidst a remarkable chapter in the history of Sydney Road. As we move forward and embrace the exciting developments around us, we remain committed to preserving our essence – a tight-knit community rich in diversity, culture, art, and music.

Sydney Road is truly like no other place in Melbourne, if not Australia. Here, you can grab a brew from trendy coffee shops, explore shiny retail spaces, and then savour a meal at multi-generational local restaurants that are brimming with history, character and charm. It's unique, it's special.

The Brunswick Ballroom team is truly excited about our journey. Amid COVID in 2020, an opportunity arose to take over the site at 314-316 Sydney Road Brunswick, and we were thrilled. This venue has had various identities – a Greek wedding reception spot, a French restaurant, and, most recently, a live music haven. Our vision in late 2020 was to create a premier live music venue that showcases eclectic acts and hosts beautiful events, all while celebrating exceptional art and collaborating with fantastic people.

Although this period has presented challenges for the live music industry, including a pandemic, lockdowns, cost of goods increase, public liability hikes & the current cost of living crisis; we have found that our eclectic programming and events space has ensured we are expanding our market constantly and always putting on something that people must see, hear and experience.

I look forward to many more years working to represent the interests of the local Sydney Road Brunswick community.

Sincerely,

Will



BUSINESS FEATURES

- Maalu Maalu in [The Sydney Morning Herald](#)
- Good Days in [Broadsheet](#)
- Shivers Gallery in [Arts Hub](#)
- King Tut in [The Age](#)
- Good Days Hot Bread in [Broadsheet](#)

Links available in email version of newsletter.



HASHTAGS ARE OUT! KEY WORDS ARE IN!

Instagram has recently confirmed that hashtags are no longer an effective tool to boost reach.

From here, it's recommended to include quality relevant written content in your captions and any text on screen, and quality relevant verbal content in your video scripts.

If you can include niche keywords and phrases, great! But only if they are relevant to your business offering and matches your audience's interests.

An easy way to boost reach with this new algorithm would be to start including in your captions the Who, Why, Where, and When that is occurring in your post.

Shares, saves, comments, time spent watching video content (especially Reels), profile visits and follows from a post still drive meaningful engagement.

But you need to now (more than before) consider what you are saying and who you are talking to in your social media post planning.

You can still include some hashtags, as they can still help your content show up for certain search results, but they will no longer boost reach or help new people discover your content in their feeds.



UPDATE TO ASSOCIATION'S MODEL RULES – ASSOCIATE MEMBERSHIP

At the recent General Meeting held by the Association (on Monday 23 June 2025), SRBA's Committee passed three Special Resolutions, previously published in the last Newsletter, which will allow the update of the Association's Model Rules, and include our ability to start accepting Associate Members from the broader Sydney Road Brunswick Precinct.

With a lot of the Association's work already, by way of proximity, benefiting businesses within the broader Sydney Road Brunswick Precinct, SRBA's Committee of Management collectively agreed that this was a sensible step forward, and we look forward to updating our Model Rules to reflect this.



BRUNSWICK NEIGHBOURHOOD WATCH – COMMUNITY DISCUSSION, CONTINUED

Since SRBA attended the Policing Forum in April of this year, we have been communicating with interested stakeholders about the establishment of a Neighbourhood Watch. Based off experiences from other like programs, the Association feel that this, along with other measures, would be a great way to continue to build a strong community within Brunswick, and build off the existing neighbourly nature.

We encourage businesses to attend the coming meeting this Monday 7 July, from 6.30pm at Balam Balam Place. Meeting details are below:

Date & Time: Monday 7 July, 6.30pm to 7.30pm

Location: Balam Balam Place, 15 Pheonix Street, Brunswick

Registration: Free to attend, register via the link below or scan the QR code

<https://nhw.com.au/community-safety-information-session-registration-form/>

Please list Brunswick as the area for the information session.



ENGAGEMENT WITH VISIT VICTORIA & SUCCESSES

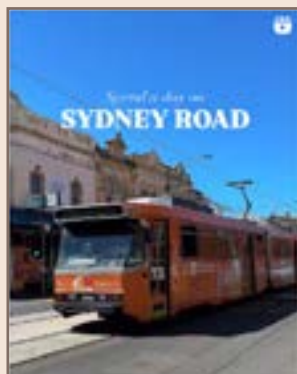
Since the Sydney Road Brunswick Association presented on the Sydney Road Brunswick Precinct to Visit Victoria in December of last year, we have been fortunate to be able to continue that engagement with the tourism body, and have the precinct included in their social media, print, and editorial capacity's.

In February, Visit Melbourne's Instagram page (with 1.1 million followers) published a Reel they had created, showcasing different aspects of the precinct, which received 6,300+ Likes, and was directly shared over 1,200 times from their platform.

For their Autum 2025 edition of the Official Visitors Guide (which is their main print booklet, based on the seasons, with 250,000 copies distributed to key tourism, hotel and attraction spaces in and around Victoria), Visit Victoria included the Sydney Road Brunswick Precinct – pitching it has the longest shopping strip in the southern hemisphere and calling out specific precinct businesses.

More recently, we have been contacted by their Media and Communications Team, about including some businesses from the precinct in a journalist's visit in the coming weeks – so that they can potentially include the precinct in an upcoming piece being created for their New Zealand audiences.

SRBA recognises that relationships such as the one that we are building with Visit Victoria, are key to the ongoing visitation and recognition of the precinct – and we look forward to building more like this, both with local and interstate/overseas connections.



BUSINESS & CUSTOMER SURVEYS - A CLOSER LOOK

Last month we provided you with a snapshot of the results gained from our annual business and customer surveys, with this year achieving over 170 responses for the business survey, and over 300 responses for the customer survey.

From perusing these results, you will see in the business survey statistics what your neighbouring businesses within the precinct are experiencing.

From the customer survey you will find out who the Sydney Road Brunswick precinct shopper is, and how they interact with the precinct and businesses.

Both survey results will give you keen insights that may help you and your business.

Please scan the QR codes for the full statistics from both surveys.



Business Survey Results



Customer Survey Results

SUPPORTING LOCAL TALENT FOR STREET ENTERTAINMENT AND PERFORMANCES

The Sydney Road Brunswick Association is excited to have recently passed the 2025/26 Marketing Plan, Digital Marketing Plan and Budget for the Association, and a part of that was an update to expand on local talent as performance programs around the precinct, for school holidays and other times throughout the year.

SRBA looks forward to doing callouts in the coming weeks, to build on our database of potential local performances and performers.

If you know of any local talent or performers that you think would be great – please let us know by calling 03 9380 2005 or emailing info@sydneyroad.com.au.



UPCOMING EVENTS

HISTORICAL WALKING TOURS – PEOPLE & PLACES – 30 AUGUST, 10 & 20 SEPTEMBER, 11AM TO 12.30PM

This coming tour series, delivered in collaboration with the Brunswick Community History Group, focuses on the people and places that have shaped the Sydney Road Brunswick precinct, both past and present.

These tours deliver 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, and visits inside select businesses.

NEW BUSINESSES (past 12 months)

ALCHEMY DENTAL @SUITE 6, 200

At Alchemy Sleep Dentistry, the team prioritise your comfort and well-being above all else. The experienced team is dedicated to providing exceptional sleep dentistry services tailored to your specific needs.

With a wide range of sedation options, from mild to deep, they ensure a calm and relaxed dental experience. With a state-of-the-art facility and commitment to patient care, Alchemy Dental is your trusted choice for sleep dentistry in Melbourne.

BLACKSOUND RECORDS @ 351

Blacksound Records is a record store located at 351 Sydney Road, Brunswick. Stocking new and notable underground, experimental, noise and radical outsider music, Blacksound offers a highly curated selection of underground metal and punk, shoegaze, electronic, folk, ambient, noise, experimental, jazz and classical music titles from the weirdest deepest reaches.

Serving Market Lane coffee and Club Mate, Blacksound also hosts an art gallery featuring exhibitions from local and left-field artists whose work doesn't typically fit within the traditional white box.

BEBE ATELIER BY PRINCESS BOUTIQUE @606

Princess Boutique has expanded locations, transforming their original 606 Sydney Road flagship location into Bebé Atelier – a dedicated Christening & Baptism store. This luxurious space offers a relaxing shopping experience for families with amenities such as change tables and a private nursery feel.

Bebé Atelier offers beautifully crafted Couture and Ready-to-Wear outfits, along with Catholic candles, Orthodox sets, and keepsake boxes – everything needed to make a child's celebration truly memorable. The children's formalwear boutique specialising in Flower Girls, Communion and boys suiting is now located nearby at 521 Sydney Road.

RELAXATION MASSAGE BRUNSWICK @612

After six successful years of running Apsara Massage at 690 Sydney Road Brunswick, the owners have ventured out and opened another shop called Relaxation Massage located at 612 Sydney Road Brunswick.

This new business has been totally renovated with three rooms, toilet and shower facilities. It is right next to IGA so you cannot miss it. Open from 11am to 10pm, 7days

SUCCESS TAX PROFESSIONALS @706

Success Tax Professionals Brunswick offers expert accounting and tax services for individuals, businesses, and self-managed super funds. Located at 706 Sydney Road, Brunswick, VIC, their practice, led by Muaaz Hashmi, provides tax returns, BAS, financial analysis, business setup, and advisory services.

With mobile and Zoom options, they ensure fast, accurate, and compliant solutions. Their clients praise their professionalism and efficiency. Contact them on 0424 855 454 or muaaz.hashmi@stptax.com to book your appointment today!

