

SYDNEY *E.1992*
Brunswick **ROAD**
ASSOCIATION



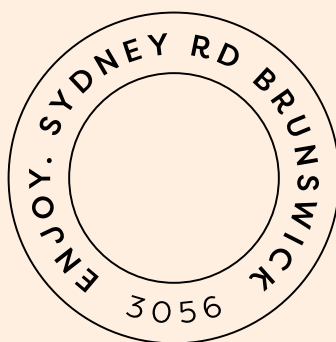
Welcome Kit



mates & stick it on your
@thecornisharms.
wins a \$50 food voucher.

Welcome to the Sydney Road Brunswick precinct

The Sydney Road Brunswick Association (SRBA) has developed this kit to support Sydney Road Brunswick precinct businesses, and to provide an overview of the Association and how we support you.



Welcome

The Sydney Road Brunswick Association (SRBA) is an Incorporated Association which was established in 1992 to support the overall growth and development of the Sydney Road Brunswick precinct.

Specifically, the Association was introduced to support businesses and champion the precinct's continued economic viability and visitation.

Celebrating over 30 years of incorporation, SRBA is led by a Committee of Management made up of stakeholders from within the Sydney Road Brunswick precinct.

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.

Purpose

The purposes of the Association are:

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

Benefits

Businesses within the Sydney Road Brunswick precinct have the benefit of participating in SRBA's marketing and promotions, business development and upskilling opportunities, tourism and destination marketing, and importantly – contribute towards the overall views, perspectives and understandings that inform integral advocacy work completed for the business community and precinct.

Membership

All business operators and property owners who form part of the Association's precinct, both within the Special Charge area and those external to it (within the Associate Member secondary boundary), are able to become either Members or Associate Members.

Members are businesses who sit within the Special Charge perimeter, and who pay the Special Charge as noted on Council's rates notices, which is determined every 5 years.

Whilst businesses that operate within the Special Charge area are automatically included in the Association and its support mechanisms, Membership is not automatically provided. Business operators and property owners are encouraged to reach out if they would like to become official Members, which is at no additional cost.

Associate Members are businesses operating out of a commercial premise, within the Associate Member boundary (outside of the Special Charge area), who subscribe to receive benefits and support as determined by the Committee of Management, renewable annually.

Areas Represented

Sydney Road Brunswick precinct Special Charge

Under the Special Charge, the Association operates within a determined perimeter made up of all the buildings along Sydney Road Brunswick which have a physical connection to Sydney Road itself (between Brunswick Road and Moreland Road). This perimeter includes:

- Sydney Road Brunswick (Brunswick Road to Moreland Road)
- Barkly Square Shopping Centre
- Sparta Place
- Tripovich Street (Sydney Road side)
- Anstey Way
- Forum Arcade
- Brunswick Market

In its entirety, the Association looks after 2.5km of Sydney Road, Brunswick, and includes the areas as identified above, collectively referred to as the 'precinct'.

Associate Membership

In addition to the Special Charge that operates for businesses inside buildings that are connected directly onto Sydney Road in Brunswick, the Association also accepts Associate Membership from businesses external to the Charge, but who are still considered part of the overall Sydney Road Brunswick precinct.

Committee of Management

The Association operates under the direction and guidance of a Committee of Management which is made up of stakeholders from within the Sydney Road Brunswick precinct, and can either be business operators or property owners.

The Committee meet monthly to discuss the various projects and priorities of the Association, ensuring that SRBA continues to deliver its key objectives and always operates within good governance.

Activity and Outcomes

To support all businesses and the overall precinct, the Association delivers a comprehensive annual calendar of marketing and promotions; business development and innovation opportunities; events and activations; and advocacy.

Association Management and Operations

The delivery of the Association's work towards the precinct and businesses is managed from the SRBA Hub (located at 454 Sydney Road, Brunswick), and is facilitated through an Association Manager – employed to manage the Association's deliverables and operations, and oversee all other employed persons.

Association Funding

The Association is contracted via Merri-bek City Council and funded by a Special Charge, which is collected annually through council rates from over 600 properties within the Sydney Road Brunswick precinct (between Brunswick Road and Moreland Road). Depending on the individual agreements between property owners and commercial tenants, these rates are either paid by the property owner or passed onto the individual businesses.

The Association's contract (Funding Agreement) operates in periods of 5 years, which continues to be successfully renewed since its inception in 1993.

Outside of the Special Charge, SRBA also delivers other initiatives and outcomes that assist with income generation and funding, such as ticketed events, the sale of promotional products, and dedicated grants to deliver specific projects.

Further, SRBA also collect funding from Associate Members, who pay an annual fee to be included in, and part of, the Association's overall deliverables.



	Special Charge Area		External Area
Benefits Schedule	Rateable Businesses	Non-Rateable Businesses	Associate Membership
Access to Membership	Y	N	Y
Voting Rights	Y	N	N
Committee Applications	Y	N	N
Placemaking Assistance	Y	N	Y
Website listing	Y	Y	Y
News Articles	Y	N	Y
Consumer EDM	Y	N	Y
Business EDM	Y	N	Y
Social Media Inclusion	Y	N	Y
Facebook Group access with other Businesses	Y	Y	Y
Generic Business Segment Collateral	Y	Y	Y
Events, Promotions & Initiatives	Y	N	Y (Where Viable)

Key Pillars of the Association

The Association operates under the following key pillars, as developed in its five year business plan.

Core Committee, Association and Hub

Provide Business Development

One-on-One training and up-skilling sessions

Group workshops and information sessions

Speaker and networking nights, encouraging business to business collaborations

New business/New owner welcome kits

Newsletters & updates on opportunities & activities

On-street (454 Sydney Rd) business assistance

Dedicated communication via email and Facebook group

Deliver Events and Activations

School holiday activity schedules

Roaming entertainment and performances

Dedicated events and activations supporting business segments

In-store customer workshops

Multi-cultural and celebration based experiences

Tours based around shopping, food, drink and precinct

Community and talent based events

Promote Tourism and Visitation

Relationships with tourism outlets

Advertisements, PR and Promotions

Dedicated collateral print and distribution

Student based promotions (RMIT, Monash and other)

Digital, social media and consumer emails

Continual development of sydneyroad.com.au

Advocacy and Lobbying

Street cleanliness

Access to amenities and parking

Infrastructure (improved lighting etc)

Beautification

Graffiti Management

Balanced business and retail mix

Council and Authoritative Body feedback on relevant topics

Support Place and Street Scape

Shop vacancies

Mural delivery and maintenance

Street pole maintenance

Graffiti Management

Footpath Improvements

Bin upkeep

Signage and wayfinding

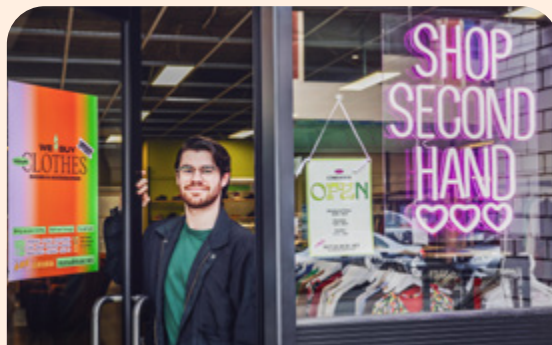
How Does The Association Deliver For You?

The Sydney Road Brunswick Association (SRBA) delivers a number of events, initiatives, programs, developmental opportunities and advocacy throughout the year to ensure that your business, as well as the overall precinct, is provided with an overall environment that is economically sustainable, both now and into the future.

The Sydney Road Brunswick precinct has a strong and diverse business mix, including but not limited to:



Professional and Health Services



Retail (general, boutique, destination and anchor)



Food, Drink and Fun (hospitality and entertainment)



Wedding/Bridal Suppliers and Services

SRBA creates both targeted (business category specific) as well as general marketing, promotions, and support, to ensure that all facets of the business community are catered to.

Additionally, the Association creates several consumer orientated experiences and initiatives to continually build on people's support towards, and familiarity with, the Sydney Road Brunswick precinct. This is targeted both to the precinct's local community, as well as visitor economy.

To the above, the Association delivers a comprehensive program.

Marketing and Promotions

SRBA delivers several marketing and promotional streams throughout the year, including but not limited to:

A dedicated suite of collateral, showcasing the various business segments, including:

- Sydney Road Brunswick precinct Eating and Venue Guide.
- Sydney Road Brunswick precinct Secondhand and Vintage Guide.
- Sydney Road Brunswick precinct Professional and Health Services Guide.
- Sydney Road Brunswick precinct Bridal and Wedding Guide.
- Sydney Road Brunswick precinct Visitors Guide.

Video production and photography.

- SRBA is active in creating both video content (long-form and short-form) and photography, to promote the businesses and precinct more broadly – for use in large scale outcomes as well as on social media.

Digital marketing, including social media and website.

- SRBA has an engaged social media following, across Facebook, Instagram, TikTok and YouTube. The platforms are posted to on schedules and frequencies that best match.
- SRBA's website (sydneyroad.com.au) is a comprehensive platform that provides consumers, businesses and third parties with a diverse range of information, such as:
 - Business directory (with each business receiving a dedicated listing).
 - Business support (with a dedicated section for businesses to visit).

News updates, articles and events (for consumers to remain engaged with the precinct).

- SRBA have an ongoing advertising program with Google and Meta (Facebook and Instagram).
- The precinct has its own consumer EDM (email), which is distributed on a bi-monthly basis to a growing database of locals and visitors, with an active database of over 6,000. As part of the Association's communications via this EDM, SRBA regularly reaches out to businesses, calling for content on events, activities or promotions which relate to specific holidays, cultural celebrations and more.

Out of Home and Print Advertising

- The Association continually advertises with local and national print media.

Radio

- At select times throughout the year, the Association also advertises through radio to create an omni-channel program for specific purposes.

In all the Association's endeavours; owned, earned and paid channels are used to ensure that activities, programs, events and initiatives are promoted to their fullest ability, and within an acceptable level towards the project.

Events and Consumer Programs

SRBA deliver a program of events and consumer activities, to remain engaged with both locals and visitors to the area – continually reinforcing the Sydney Road Brunswick precinct's brand and point of difference.

Events and consumer programs are reviewed, revised and evolved on an annual basis, to ensure they remain relevant and in line with current consumer and business expectations.

Whilst the annual program changes and adapts, SRBA continues to deliver consumer focused events and activities at key times of the year.

Precinct Merchandise

The Association has developed a consumer brand that locals, followers and visitors resonate with, and support. This also extends to merchandise that the Association develops to promote brand awareness for the precinct, and to provide both practical and gift orientated outcomes.

The Association promotes and sells both Sydney Road Brunswick precinct branded t-shirts and tote bags, which are sold throughout the year, both from the Hub and at events and activations.

The Association also offers precinct businesses the opportunity to sell the Sydney Road Brunswick precinct tote bags. Businesses interested in selling totes from their premise can purchase packs of 25 bags at a wholesale price.

Business Development

Throughout the year, SRBA engage professional service providers and business development coaches to deliver opportunities tailored for the precinct's business community. These opportunities take the form of workshops and training sessions, as well as one-on-one developmental programs.

Additionally, the Association recognises the importance of providing opportunities for business collaboration within the precinct, and as such host quarterly networking events and opportunities, so that business owners and operators can come together, meet each other and spark conversation around opportunities in a casual setting.

Advocacy

One of the key factors of the Association is advocacy, both for the businesses under its umbrella as well as the precinct more broadly.

As a collective representation, SRBA engages with Council, State Government and other authoritative bodies on matters of importance and priority, that may impact the economic sustainability and precinct visit-ability.

SRBA, via the Committee of Management and Association Manager, act as your representative in matters where advocacy is required, conversing with stakeholders and communicating as a strong collective voice.

Place

It's important that the place where the Sydney Road Brunswick precinct resides is the best it can be, especially as Sydney Road itself is the municipality's premier commercial corridor.

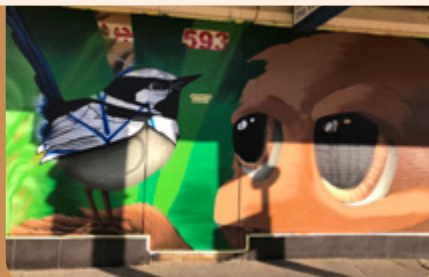
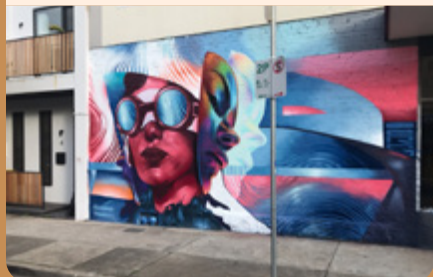
SRBA continually engages with Council, and other bodies responsible for the infrastructure along the corridor, to ensure they are maintained and to the best they can be.

Activities within this space include, but are not limited to:

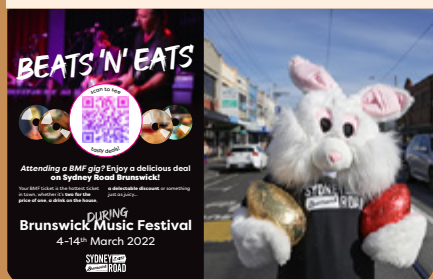
- Bin cleanliness and bin wraps
- Graffiti cleaning, prevention, management and mitigation
- Customer and business safety
- Street cleanliness
- Anti-social behaviour

Example of Outcomes and Initiatives Delivered by the Association

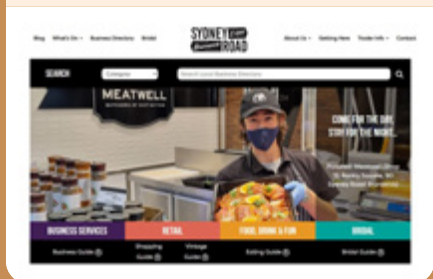
Murals and Street



Events and Activities



Online and Social Media



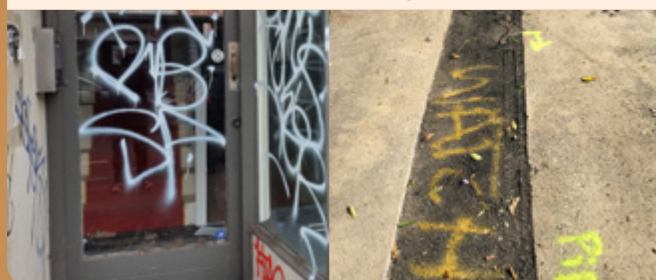
Brochures



Business Development



Lobbying



Overview of Precinct

Heralded as part of the longest shopping strip in the southern hemisphere, the Sydney Road Brunswick precinct is abundant in business diversity, cultural collection, and unique experiences.

The precinct stretches 2.5km and houses over 545 businesses across professional and health services; bridal; retail; and food, drink, and fun.

Notably, the Sydney Road Brunswick precinct boasts Melbourne's most comprehensive bridal precinct, with more than 100 businesses delivering to the industry and contributing to happily ever afters for couples all over Victoria.

Acknowledged as the songwriter's capital of Australia, Brunswick also houses many venues and entertainment establishments designed to showcase and celebrate its beating heart, with many of these venues located within, or near, the Sydney Road Brunswick precinct.

Additionally, and a testament to the cultural diversity attracted to the area, the precinct offers an eclectic array of eateries and food experiences, serving up Nepalese, Japanese, Vietnamese, Lebanese, Ethiopian, Turkish, Middle Eastern, Indian, Korean, Indonesian, Malaysian, Afghan, Australian, Italian, Greek, Pakistani, Dutch, Thai, Chinese, South American and fusion dishes.

Whether customers are here for the renowned bridal precinct, unique shopping experiences, worldly food and flavour or expert professional and health services, the Sydney Road Brunswick precinct truly is a destination for everyone and a destination that embodies culture, diversity, inclusion, and creativity.

Economic Importance

The Association continues to welcome new investment and the launch of businesses and rebrands to the precinct.

The Brunswick Activity Centre (within which the Sydney Road Brunswick precinct resides) has a long history as a place of employment and production.

In the 2021 Census, Merri-bek recorded 46,732 local jobs of which the corridor of Sydney Road Brunswick (and areas directly connected) accounts for 8,069 jobs, representing roughly 65% of the Brunswick Activity Centre's 12,500+ jobs, and approximately 18% of the municipality's 44,500+ jobs.

The Brunswick Activity Centre, and indeed Sydney Road Brunswick precinct, is the municipality's strongest commercial and economic asset, when compared to:

Coburg Activity Centre, within which roughly 4,927 jobs reside.

- Equating to roughly 61% of the Sydney Road Brunswick precinct's total of 8,069 jobs, and
- Equating to roughly 37% of the Brunswick Activity Centre's total of 12,500+ jobs

Glenroy Activity Centre, within which roughly 2,686 jobs reside.

- Equating to roughly 33% of the Sydney Road Brunswick precinct's total of 8,069 jobs, and
- Equating to roughly 20% of the Brunswick Activity Centre's total of 12,500+ jobs



Demographics of the Area

Understanding the Local Residents

The Sydney Road Brunswick precinct sits within the Brunswick Activity Centre, the perimeter and catchment of which is linked to Brunswick West, Brunswick and Brunswick East. The demographics and data from the 2021 and 2024 Census are shown in the table.



	Brunswick West		Brunswick		Brunswick East	
Population						
	16,085 (2024)		28,740 (2024)		16,042 (2024)	
Gender						
Male	6,977	47.5%	12,057	48.4%	6,646	46.8%
Female	7,713	52.5%	12,837	51.6%	7,560	53.2%
Age Groups						
Babies and pre-schoolers (0 to 4)	703	4.8%	984	3.9%	532	3.7%
Primary schoolers (5 to 11)	861	5.9%	1,130	4.5%	599	4.2%
Secondary schoolers (12 to 17)	589	4.0%	796	3.2%	508	3.6%
Tertiary education & independence (18 to 24)	1,475	10.0%	2,649	10.6%	1,309	9.2%
Young workforce (25 to 34)	3,720	25.3%	7,294	29.2%	4,625	32.6%
Parents and homebuilders (35 to 49)	3,367	22.9%	5,918	23.7%	3,623	25.5%
Older workers and pre-retirees (50 to 59)	1,570	10.7%	2,385	9.5%	1,267	8.9%
Empty nesters and retirees (60 to 69)	1,122	7.6%	1,800	7.2%	816	5.7%
Seniors (70 to 84)	986	6.7%	1,584	6.3%	732	5.2%
Elderly aged (85 and over)	289	2.0%	440	1.8%	189	1.3%
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.

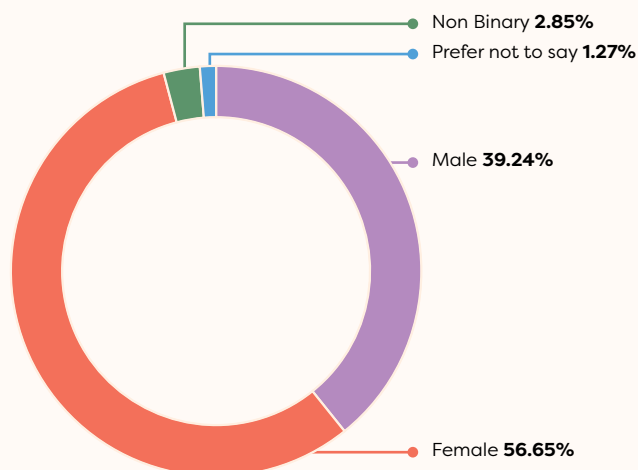
Precinct Customers

Who is the Sydney Road Brunswick precinct shopper?

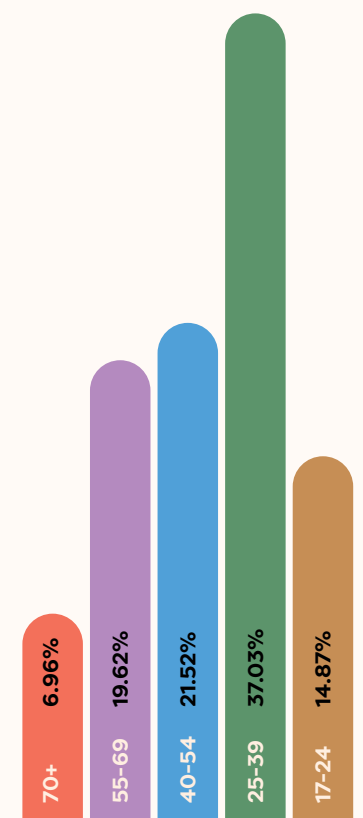


Scan the QR code to download a copy of the recent Customer Survey results

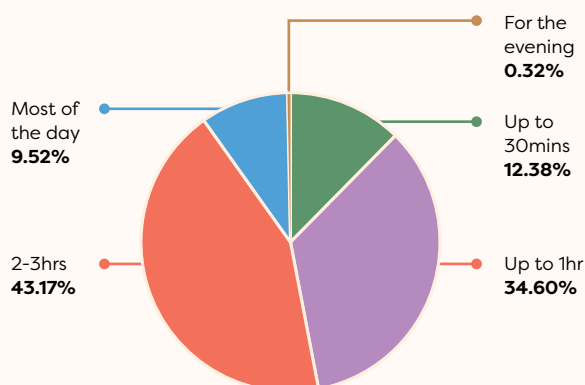
Gender



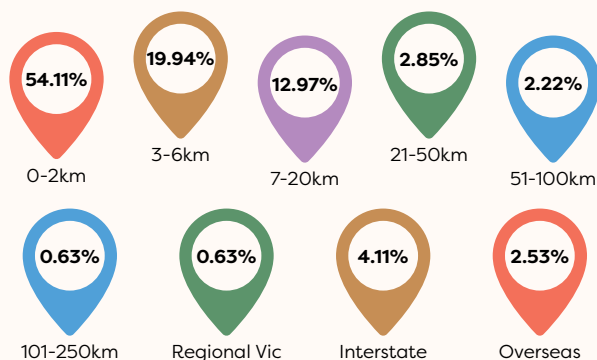
Age



Length of visit to precinct



Living distance from precinct



Business Mix of the Precinct



Scan the QR code to download a copy of the recent Business Survey results

Understanding the business community

The precinct is home to over 545 businesses, representing a diverse range of business segments, with each collectively categorised into one of the four overarching themes, being:

Retail

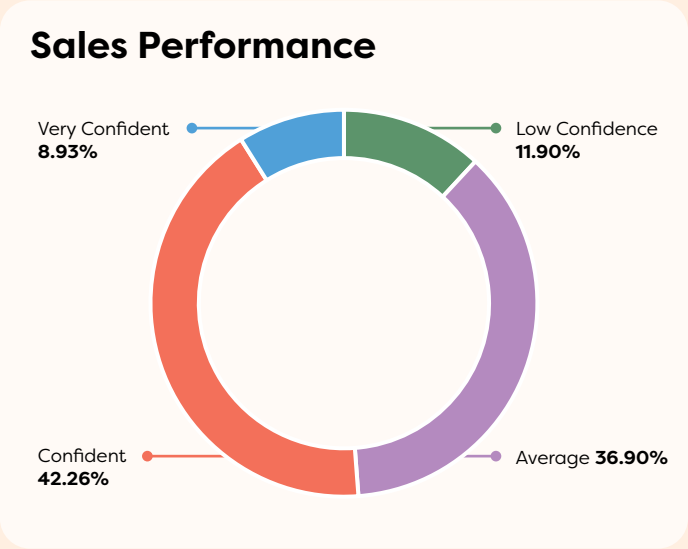
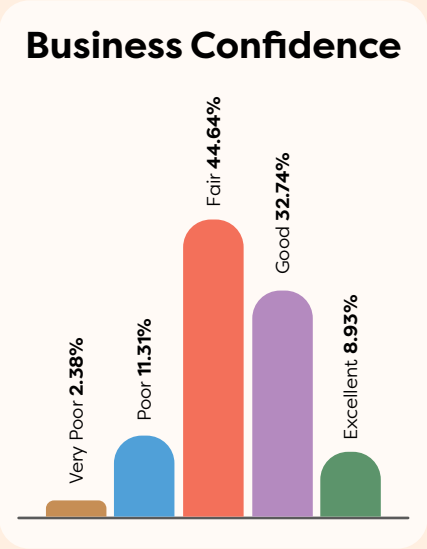
Wedding and Bridal

Food, Drink and Fun

Professional and Health Services

How these categories are comprised is as follows:

	2022	2023	2024
Bridal - Gowns, Invites, Planners and Decorators	27	22	22
Professional Services - Financial and Legal Services	32	33	34
Professional Services - Health and Community Support Services	52	52	58
Professional Services - Services	34	37	41
Professional Services - Real Estate and Travel	8	7	7
Food Drink Fun - Arts and Recreation	15	15	18
Food Drink Fun - Cafés, Restaurants, Takeaway and Bakery	103	109	119
Food Drink Fun - Entertainment, Bars and Venues	46	48	50
Food Drink Fun - Fresh Food and Groceries	35	33	31
Retail - Body and Beauty	60	57	60
Retail - Clothing and Jewellery	48	50	43
Retail - Electronics, Computers and Phones	14	11	11
Retail - Gifts, Homewares and Furnishings	27	29	29
Retail - Miscellaneous	21	22	22
Totals	522	525	545



Merri-bek City Council



As a business within the Sydney Road Brunswick precinct, your business sits within the municipality of Merri-bek City Council, and specifically – the Brunswick Activity Centre.

There are some items that you should make yourself familiar with, and here is an overview:

Business Parking Permits

merri-bek.vic.gov.au/living-in-merri-bek/parking-and-roads/parking-permits-and-fines/business-parking-permits



A Business Parking Permit allows you to park in bays that have a 'Business Zone' sign. A Business Parking Permit is for permanent businesses, not temporary ones, and are allocated to specific parking areas around the precinct.

You can apply for a Business Parking Permit if you operate a business with an address in the City of Merri-bek. Each property can have up to two permits. If multiple staff members use the permits, you can transfer the permits between cars.

Awning and Footpath Signage

(Temporary Road Occupation Permits and Works Within Road Reserve Consent)

merri-bek.vic.gov.au/building-and-business/planning-and-building/building/other-construction-permits



Businesses who are looking to paint their shopfronts, or complete awning signage, should be aware of the permits or consent that may be required.

If the footpath is closed for works on the property (which includes painting the shop front), then the works are within the property (even when on the boundary) and therefore a Temporary Road Occupation permit is required.

If the footpath is closed for works on, under or over the footpath (including veranda works or an overhanging sign), then the works are within the road reserve and a Works Within Road Reserve consent is required.

Both are obtained by applying on-line.

Some of these initiatives or activities may incur additional costs to businesses.

Footpath Trading Permits

merri-bek.vic.gov.au/building-and-business/business/business-permits/other-permits-for-businesses



You will need a permit to put the following removable items on the footpath in front of your business:

- Advertising Signs (A-Board)
- Goods and Products to Sell
- Tables and Chairs
- Benches
- Outdoor Heaters
- Umbrellas
- Screens
- Planter Boxes

Footpath Trading Permits are valid until August 31 each year.

Clearways on Sydney Road

Please be aware that Sydney Road operates with a Clearway (Tow Away) Zone from 4pm to 6pm on the west side of Sydney Road, and 7am to 9am on the east side of Sydney Road. In the event that your car, or a customer car is towed, you will need to contact the towing company (Nationwide Towing), call 13 48 69.

Rubbish and Bins

merri-bek.vic.gov.au/living-in-merri-bek/waste-and-recycling/bins-and-collection-services/bins-at-businesses



Businesses that pay the Waste Charge and use Council's standard commercial waste service have a general rubbish bin, a 240 litre mixed recycling bin and a purple-lidded glass recycling bin. Businesses can opt in to the food and garden organics service.

Graffiti

merri-bek.vic.gov.au/living-in-merri-bek/waste-and-recycling/clean-streets-and-neighbourhoods/unsightly-properties-abandoned-trolleys



Businesses have access to free graffiti removal kits, provided by Merri-bek City Council and available for collection from the Sydney Road Brunswick Association Hub (454 Sydney Road, Brunswick, Victoria, 3056). Alternatively, Council also offer free paint vouchers which can be requested (in limited colours) to paint over graffiti where that may be easier than removal.

Some of these initiatives or activities may incur additional costs to businesses.

Public Transport and Moving Around

The Sydney Road Brunswick precinct is fortunate to have a number of transport options either connected to, or near, the road and precinct. These include the following:

Tram

The No. 19 tram services run along Sydney Road itself, with a number of stops along the precinct. The tram route runs from Elizabeth Street (in Melbourne's CBD) through to North Coburg.

Train

The Upfield train line is set back from Sydney Road. There are currently four stations within the Sydney Road Brunswick precinct:

Jewell Station

between Brunswick Rd and Dawson St

Brunswick Station

between Dawson St and Victoria St

Anstey Station

between Victoria St and Albion St

Moreland Station

between Albion St and Moreland Rd

Bus

The bus lines that connect to Sydney Road are spread along the roads that intersect with Sydney Road, being:

503 via Albion St

Essendon to East Brunswick

504 via Brunswick Rd

Moonee Ponds to Clifton Hill

506 via Dawson St/Glenlyon Rd

Moonee Ponds to Westgarth

508 via Victoria St

Moonee Ponds to Alphington

509 via Victoria St

Brunswick West to Barkly Square

510 via Moreland Rd

Essendon to Ivanhoe

Bike

Bicycle users are encouraged to use the Upfield Shared Users Path, which runs alongside the train line, one block west of Sydney Road. There are a number of bike racks and securing locations within the Sydney Road Brunswick precinct, and along Sydney Road itself.

Car

There are over 450 parking spaces along Sydney Road Brunswick, between Brunswick Road and Moreland Road (with varying timing and parking restrictions)

There are over 1,800 parking spaces in parking lots just off Sydney Road Brunswick, between Brunswick Road and Moreland Road (with varying timing and parking restrictions)



Contacts

There may be times that you need to reach out to different organisations or groups, for support or services. Here are some that may be helpful to you now, or into the future.

Sydney Road Brunswick Association

sydneyroad.com.au



The Sydney Road Brunswick Association is the representative body for the businesses and precinct of Sydney Road Brunswick. The Association provides marketing and promotional support, business and professional development opportunities, tourism and visitation outcomes, and, advocacy on topics of importance to the business community.

Merri-bek City Council's Economic Development Team – Business Merri-bek

merri-bek.vic.gov.au/building-and-business/business/contact-us/



The Economic Development Team at Council (known as Business Merri-bek) can assist you with a range of resources, information and support services.

Hotline: 03 8311 4131

Email: business@merri-bek.vic.gov.au

Australian Retailers Association

retail.org.au



The Australian Retailers Association (ARA) represent a \$420 billion sector that employs more than 1.4 million Australians and is the largest private sector employer in the country. As Australia's peak retail body, the ARA informs, advocates, educates, protects and unifies our independent, national and international retail community.

Business Victoria

business.vic.gov.au



Business Victoria provides information, support and resources to help business owners develop essential skills and understand their legal obligations.

Fair Work Ombudsman

fairwork.gov.au



Fair Work Ombudsman work with employees, employers and the community to educate and encourage compliance with Australia's workplace laws.

Consumer Affairs Victoria

consumer.vic.gov.au



Consumer Affairs Victoria is the state's consumer marketplace regulator. They administer over 30 legislative schemes in Victoria, undertake regulatory functions, and provide services to support Victorians to exercise their consumer rights, and to ensure that businesses and rental providers do the right thing.

Victorian Chamber of Commerce and Industry

victorianchamber.com.au



The Victorian Chamber of Commerce and Industry (Victorian Chamber) is the largest and most influential not-for-profit business organisation in Victoria, providing programs, information and support to members and non-members to ensure a diverse and robust business community in Victoria.

Victorian Small Business Commission

vsbc.vic.gov.au



The Victorian Small Business Commission (VSBC) is a statutory authority led by the Victorian Small Business Commissioner. The VSBC aims to create a competitive and fair operating environment for Victorian small business to operate, grow and prosper.

Looking for some helpful hints and tips?

The Sydney Road Brunswick Association can provide you with some helpful hints and tips, to assist with connecting to local audiences. Here is some information that you may find helpful.

Digital Marketing

Social Media

Social media is an online channel shared to the world through websites and apps. There are various types of social media, different applications and different approaches; and utilising one or more methods is crucial for your business.

Social Media can do many beneficial things for your business, including but not limited to:

- Help you connect with new and existing customers
- Build customer loyalty
- Increase people talking about your brand or business anywhere in the world; generally increasing awareness
- Boost sales; and, if you wish, could be a platform to sell product from
- Be a cost-effective marketing strategy
- Act as a 24/7 news source about your business offering
- Improve search engine rankings and higher website traffic

Did you know 33% of users in Australia gather info from social media about a brand before they buy? Businesses continue to gain value from the digital shift and specifically the impact of social media.

- 67% of businesses attribute improved customer engagement to social media activities
- 41% attribute sales/revenue directly to their social media activity
- 39% measure ROI through social media engagement metrics

Social media platforms to consider:

- YouTube
- Facebook
- Instagram
- WhatsApp
- Twitter/ X
- Snapchat
- LinkedIn
- Pinterest
- TikTok

The first question to ask yourself is which site(s) or application(s) will reach the largest amount of your target market. All have some free functionality; but it is important to select the right platform(s) for your specific business. For example; the best platforms for a bridal business might be Instagram, TikTok and Pinterest; but for a law firm it might be Facebook, LinkedIn and Twitter/X.

Google Business Profile (formerly Google My Business)

With a Business Profile on Google, you can manage how your business shows up on Maps and Search.

Whether you own a storefront business or provide services to your customers, a verified Google Business Profile can help customers find you and build greater trust in your business.

Other Digital Marketing Opportunities

The Sydney Road Brunswick Association is here to help and can provide you with advice on what may be the best opportunities for you, and what you may wish to investigate further.

Other Marketing Opportunities

There are so many ways to connect with various audiences, and there are a couple of solutions within the municipality that may work for you.

Brunswick Voice – Paid Advertising, Advertorial or suggested editorial angles

The Brunswick Voice is a local newspaper and online platform that connects heavily with locals (as the name would suggest). The Editor (Mark Phillips) could look into advertising, advertorial or possibly even editorial opportunities – either for the quarterly print newspaper, for their subscriber emails, website or even social media.

brunswickvoice.com.au



Beat Magazine – Paid Advertising, Advertorial or suggested editorial angles

Whilst Beat Magazine service multiple areas of Melbourne, they are based in Brunswick, just off Sydney Road. Their content angle is based around music, culture and arts. They have a strong online presence (website, socials and emails) as well as a monthly magazine that gets distributed locally. With all their platforms, there are opportunities for advertising, advertorial and editorial, at varying price points.

beat.com.au



Triple R – Paid Advertising or potential interview angles

For more than 40 years, Triple R has shaped and inspired the culture of Melbourne. Since its inception as an educational broadcaster in 1976, Triple R has become Australia's most influential community radio station with 17,000 paid subscribers and broadcasting live to over 1,000,000 listeners per month across FM and digital (DAB+ digital radio, podcasts and online). Businesses can look into paid advertising opportunities, or potential interview angles for their station.

rrr.org.au



Plakkit – Paid advertising within non-traditional media

One of Australia's favourite street marketing agencies, specialising in all things non-traditional media since 2001, their clients include everyone from local musicians and small businesses to global artists and iconic luxury brands.

plakkit.com



Some of these initiatives or activities may incur additional costs to businesses.

Local Facebook Groups

Brunswick has a lot of local Facebook groups that are incredibly active. Have a look at the following pages and consider what you could post in them:

Brunswick Good Karma Network:

facebook.com/groups/brunswickgoodkarmanetwork

Brunswick Fairly Good Karma Network:

facebook.com/groups/brunswickkarma

Brunswick Neighbourhood Network:

facebook.com/groups/BrunswickNeighbourhoodNetwork

Businesses are encouraged to search Facebook for other local or relevant groups that may have followers that are interested in your business offering.

Sydney Road Brunswick Precinct Trader Facebook Group

You're invited to join the Association's private Facebook group for traders in the Sydney Road Brunswick Precinct. It's a space for connecting with business operators, sharing news, and supporting one another. You'll stay up to date with precinct happenings like roadworks or safety issues, promotional opportunities, training sessions, helpful tips, and more.

facebook.com/groups/sydneyroadtraders



Subscribe to Business Merri-bek

Merri-bek City Council's Economic Development Team distribute monthly newsletters to keep businesses up to date with opportunities, events and information that may be of interest.

You can subscribe to their newsletter here:

confirmsubscription.com/h/t/419B8EF5240C9B70



Promotion and Marketing via the Sydney Road Brunswick Association

The Sydney Road Brunswick Association, as part of its deliverables for the businesses and precinct, provides marketing and promotional opportunities for businesses to be part of. These can include:

- Social Media features and collaborations on the Sydney Road Brunswick precinct's consumer channels.
- Customer EDM (email) business features, tips and seasonal/occasional offerings.
- Inclusion in events and activities that are designed to showcase and promote the businesses and precinct.

If you'd like to hear more about the opportunities currently available to businesses, please contact the Sydney Road Brunswick Association via the details overleaf.

We're here to help

As a dedicated support for the businesses and precinct of Sydney Road Brunswick, the Association is your go to for any and all enquiries.

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