



Sydney Road Brunswick Association Annual Report 2023-24



The Sydney Road Brunswick Association (SRBA) is an Incorporated Business Association, 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 consumer visitability.

OUR VISION

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

OUR MISSION

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

Our Committee of Management



The Committee of Management volunteer their time to jointly discuss, and act, in the best interests of the businesses and precinct regarding ideas, activities, issues and opportunities – to ensure continued economic sustainability and precinct viability.

The Committee is made up of stakeholders (business operators and property owners) from within the Sydney Road Brunswick precinct perimeter.



About Us

Activity & 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 importantly, advocacy.

Association Management & Operations

The delivery of the Association's work towards the precinct and businesses is managed from the SRBA Hub, and is facilitated through the Association Manager – employed to manage the Association's deliverables and operations, and oversee all 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 601 properties within the Sydney Road Brunswick precinct.

The Associations contract (Funding Agreement) operates in periods of 5 years, which has been successfully renewed 5 times since its inception in 1993.

Areas Represented

The Association operates within a determined perimeter, made up of all the buildings along Sydney Road Brunswick, which have a 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'.

Business Associations in Victoria

The Sydney Road Brunswick Association operates as a Business Association, and is one of over 68 other Business Associations and Trader Groups in Victoria.





President's Report

It's been another amazing year for the Sydney Road Brunswick Association.

Even in the face of mortgage and rent stress around Australia our precinct has welcomed 45 new businesses, opening their doors to launch dreams and share their passion.

Why do they gravitate to Sydney Road?...Vibrancy and authenticity. To quote one of our businesses as they referred to the precinct "it's not gentrified, it's real, it's gritty, it's passion". Passion is what our Association has always been about.

This year we had the joy of re-imagining our annual Photography Exhibition, turning it into an opportunity to create a vacant shop activation for 5 weeks, showcasing wonderful photography of 24 business owners/operators within the precinct. In transforming the vacant shopfront we were also successful in getting the shopfront leased after being vacant for over a year.

Following on from the Photography Exhibition, and to be released later this year, SRBA have worked with local filmmaker Guido Pezz to create a short documentary showcasing not only the different business segments within our precinct, but also that businesses are more than transactions and bottom lines, they are embodiments of family tradition, passion, and a desire to share in experience.

This documentary demonstrates that we are part of a very special shopping strip, filled with people who come to work every day to pursue their dreams, to create viable businesses, and to support their families.

In many cases the children are involved and continue the business through the next generation.

These people choose the Sydney Road Brunswick precinct so they are not constrained by a shopping centre – they each create unique and authentic atmospheres in their businesses. The happy result is diversity, passion and authenticity that money can't buy.

Leading into the festive season, SRBA will be focusing on communicating messaging around supporting the shopping strip, not the shopping centre. Using this short documentary as the hero.

We've worked hard in the last year to get the nuts and bolts of our association in good order. As a result, we now proudly have governance practices that many Associations envy. Our Manager, Troy Stuchbree, has been a big part of fulfilling that mission and I thank him for his dedication, resilience, integrity and for being the cheerleader for Sydney Road Brunswick.

Earlier this year I handed on my costume hire business to a new generation of young people with vision and optimism – having decided that 39 Halloweens was enough for me.

I'm very happy to say I will be leaving the Association in very good hands. I have had the privilege and honour of being President of SRBA for the last 5 years. The Covid times were tough, but so was our precinct.

I want to thank all those who have volunteered their time and expertise to be on the Committee – they are the backbone of our success.

The present Committee have gone above and beyond to contribute and ensure success at every turn. Their enthusiasm and dedication have enabled so many activations, promotions and generally great ideas – all in the pursuit of letting the world know that the Sydney Road Brunswick precinct is an exceptional shopping strip. We should all be very proud of that.

Plans are already afoot for 2025 to make the precinct a more exciting and exhilarating place to be – so let the inspiration continue.

A handwritten signature in black ink, appearing to read 'Mary Gurry'.

Mary Gurry, SRBA President (2019 to 2024)

Initiatives & Deliverables



Initiative / Activity	Businesses Involved	Businesses Referenced	Customers Reached
Business Newsletters	525		
Business EDMs	525		
Consumer Newsletters	50	525	3,600+
Secondhand & Vintage Guide	37	37	4,000+
Historical Walking Tours	14	525	240
Business & Health Services Guide	150	150	7,000+
Business Workshops	18		
School Holiday Activities	2	2	29
Graffiti Management	99		
Bridal & Wedding Guide	104	104	4,000+
Eating & Venue Guide	160	160	5,000+
Localise the Love Support Local Campaign	19	525	46,300+
Precinct Advertising with Brunswick Voice	8	525	5,000
Festive Art on Windows	40	40	
Tastebud Tour	5	160	10
Roaming Entertainment			
Sydney Road Brunswick t-shirts			550 +
Sydney Road Brunswick totebags			2,700 +
Festive Season Hamper Competition	13	13	821
Melbourne Wedding and Bride Advert & Editorial	11	104	49,500 ~
Melbourne Wedding and Bride Expo	23	104	1,905
Localise the Love Photography Exhibition	24	525	300 +
Kulin-Bulok Stage – Sydney Road Street Party			60,000 +
Sydney Road Street Party	39	525	60,000 +
Bin Wraps	4	525	
Valentines Day Voucher	1	160	230
RMIT Campus Fest	10	525	300
Business Networking Nights	56	525	
Easter Egg Hunt & Activity	30	525	39
Ailsa Page Expert In Residence	Ongoing		
Annual Business Survey	146	525	
Annual Customer Survey			200
Brunswick Ball	27	525	130 +
SRBA Brand & Collateral Review		525	
Website Redevelopment		525	
Bridal Photoshoot	18	104	
Short Documentary	5	525	
Business Kits – Review & Update		525	
Easy Weddings – Bridal Advert Booking	18	104	
Melbourne Wedding & Bride Magazine – Editorial	18	104	
Ilona Nicola, Guest Falafel Article & Social Content	2	2	
Sponsorship of Merri-bek Summer Show		525	300 +
42 + Initiatives / Activities delivered	1,150 +	9,223 +	249,491 +

Initiatives & Deliverables

BUSINESS NEWSLETTERS

SRBA deliver printed newsletters to the businesses represented, monthly (with the exception of January) which is used to disseminate important information regarding the precinct, activity centre and other items of relevance or importance to businesses. SRBA use the newsletter also to highlight initiatives, events and or activities that businesses may wish to participate in, organised by the Association.

BUSINESS EDMS

SRBA use email communications as an important connector between the Association and business base. SRBA communicate via EDM to send monthly newsletters and to inform on topics of interest and importance. SRBA use EDM also to highlight any initiatives, events and or activities coming up that businesses may wish to participate in.

CONSUMER NEWSLETTERS EDMS

SRBA continue to place importance on communicating with consumers across multiple touchpoints and channels, with EDM a vital part of this matrix. SRBA use EDM to communicate upcoming consumer orientated events, activities and initiatives within the precinct; profile businesses, and promote special offers or activities by the businesses.

SBRA grow the EDM database through a number of activities and touchpoints, including website call to actions, at events, via incentive programs, and at an ongoing basis at the Hub. To date the database has over 3,600 consumer contacts and gets communicated to on a bi-monthly basis.



SECONDHAND & VINTAGE GUIDE

Sydney Road Brunswick's Secondhand and Vintage Guide showcases all the businesses within the precinct that contribute to sustainable or small maker shopping practices. The main focus of this Guide is the precincts secondhand, opportunity and charity aligned businesses, with additional listings for designer, boutique and other businesses aligned to the expected customer journey within these categories.

This Guide gets printed on an annual basis, with distribution throughout the year to businesses, at events and activities, as well as through the Hub and local universities.

BRIDAL & WEDDING GUIDE

Sydney Road Brunswick's Bridal & Wedding Guide collectively represents, and cohesively lists, all the businesses that contribute to the precinct's comprehensive bridal and wedding offering

This Guide gets printed on an annual basis, and launched at the Melbourne Wedding and Bride Expo, with distribution also throughout the year to businesses, at events and activities, as well as through the Hub.

EATING & VENUE GUIDE

Sydney Road Brunswick's Eating & Venue Guide collectively represents, and cohesively lists, all the food, drink and fun businesses from within the precinct, that also collectively contribute to the areas well known multicultural and diverse taste offerings.

This Guide gets printed on an annual basis, and launched at the Sydney Road Street Party, with distribution also throughout the year to businesses, at events and activities, as well as through the Hub and local universities.

BUSINESS & HEALTH SERVICES GUIDE

Sydney Road Brunswick's Business & Health Services Guide is the precinct's go to communication piece for the community, showcasing all precinct businesses that provide professional services, medical or other like-minded services.

This Guide gets printed on an annual basis, with distribution throughout the year to businesses, at events and activities, as well as through the Hub and local universities.



PRECINCT ADVERTISING – BRUNSWICK VOICE

SBRA understands the importance of continually marketing to local audiences, and continues to invest in local advertising to not only market the precinct generally, but also to promote specific activities and events.

The Association placed advertising with Brunswick Voice in both of their print publications that fell within this financial year.

MELBOURNE WEDDING & BRIDE MAGAZINE - FULL PAGE ADVERT & EDITORIAL

Every year, in combination with the Melbourne Wedding and Bride Expo, the Association books in a full page advertisement and quarter page editorial, to promote the Sydney Road Brunswick Bridal Precinct – a wedding destination widely recognised as one of the most comprehensive and well established.

MELBOURNE WEDDING & BRIDE MAGAZINE – FEATURE

Following the successful bridal photoshoot that was completed in June, and with thanks to the Association's ongoing relationship with UMG Media, SRBA was gifted a double page editorial piece and image showcase within issue 38 of Melbourne Wedding & Bride Magazine, which will be released in December and also feature other inclusions committed to by SRBA.

EASY WEDDINGS – DIGITAL ADVERTISING

Following the successful bridal photoshoot that was completed in June, the Association has committed to digital advertising with Easy Weddings, to promote and market Sydney Road Brunswick's Bridal Precinct and showcase its continued relevance – having remained a destination for brides and wedding couples since the 1980's.

This booking and its inclusions will start to be rolled out later this year.



BIN WRAPS

The Association places strong emphasis on having destination welcoming bin wraps within the Sydney Road Brunswick precinct, to creatively communicate a sense of arrival with visitors and customers.

This year, and continuing the Localise the Love support local messaging, the creative showcased business operators, consumers, and worked to emphasis a sense of friendly familiarity.

GRAFFITI MANAGEMENT

Graffiti within the Sydney Road Brunswick precinct is an ongoing issue that requires ongoing attention and intervention.

SRBA continues to work with the Brunswick Police Station and Merri-bek City Council on combatting the issue, with:

- Ongoing communication to businesses on cleaning and removing
- Ongoing communication to businesses on the importance of reporting
- Ongoing relationship nurturing with Council and their Cleansing Unit

In this financial year, SRBA paid for the removal of 99 instances on businesses within the precinct, where 2 or more tags are present. Additionally, SRBA continues to maintain mural projects that have been coordinated previously by the Association.

More recently, the Hub now distributes Graffiti Removal Kits for businesses – removing the need for owners to go through the existing Council operated systems and allow the kits to be more readily available.



VALENTINES DAY

The Association continues to place importance on continuing to nurture a strong online presence. A key way SRBA achieve this is through demonstrating value to consumers via special offers, promotions and competitions.

In the lead up to Valentines Day, SRBA ran an online competition for a \$200 Sydney Road Brunswick precinct voucher, which saw 230 entries and 1 winner.

LOCALISE THE LOVE – SUPPORT LOCAL CAMPAIGN

Inspired by the challenging economic climate, and the need to push back on big business and online sales that Sydney Road Brunswick precinct businesses can't compete with, SRBA created a campaign that inspires local residents, and lovers from afar, to:

- Start, or increase, their spend with the Sydney Road Brunswick precinct
- Create lasting connections to the businesses that can't withstand economic uncertainty
- Feel part of a community that's much more than just their family and friends.
- Understand the power of a purchase to businesses on main streets

This campaign was delivered with a large online and social media component, supported by print advertising, radio and bill poster distribution, which ran from October through to December.

FEATURE ONLINE ARTICLE WITH ILONA NICOLA

SRBA has been fortunate to start collaborating with Ilona Nicola, finalist in The Great Australian Bake Off and Brunswick local, not only on the Food Tour delivered in December, but also on other opportunities such as paid digital content to showcase food businesses.

The first of these pieces comprised of social media content and a website article to feature falafel. Content such as this will continue to be created through other content creators and ambassadors to the precinct. Especially once the redeveloped website is completed.

BRIDAL PHOTOSHOOT

The Association conducted its own bridal photoshoot, with the purpose being to remove the need for SRBA to source image content from its businesses, which often created overall inconsistent representations and style – and didn't allow the Association to communicate the level of cohesive credibility that is fitting for our bridal precinct.

This photoshoot incorporated over 18 Sydney Road Brunswick precinct businesses and worked with 5 volunteer models – delivering the image content over the course of a single day.

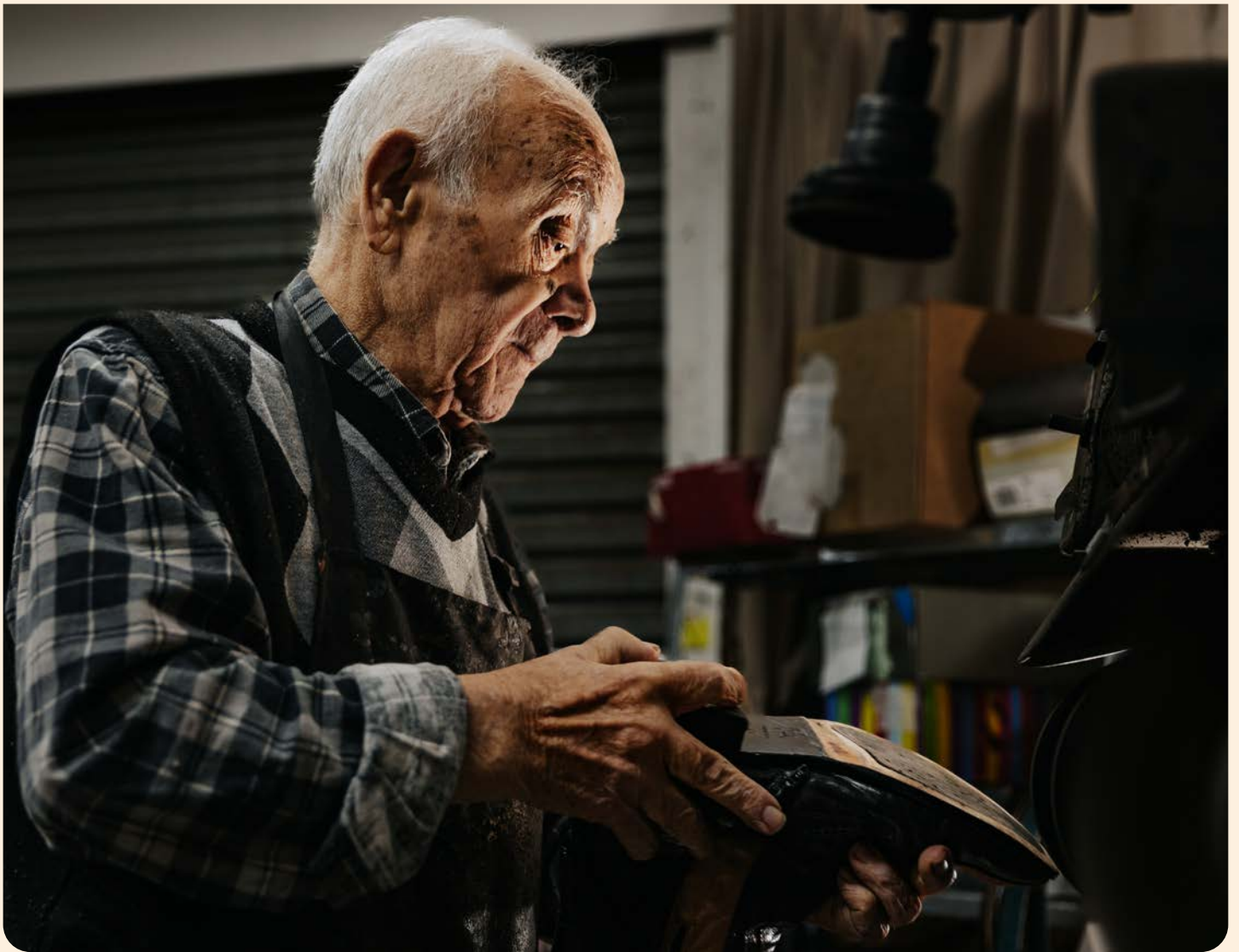
The outcomes from this photoshoot will be released across all the precinct's bridal outcomes and deliverables, and be accompanied by revised overall bridal precinct key messaging.

SYDNEY ROAD BRUNSWICK PRECINCT SHORT DOCUMENTARY

SRBA teamed up with local film maker Guido Pezz to create a short documentary focused on showcasing the 4 main business segments of the Sydney Road Brunswick precinct. Within this short documentary, participants contributed towards voice interviews and then filming (which took place within their businesses).

The final outcome of this is a communicative piece that tells so much more than just a story about what it is to be in business in the precinct. It communicates passion, history and heritage.

This final outcome will be officially released later this year and be the centrepiece to a support local campaign in the lead up to the festive season.



RMIT CAMPUS FEST

SRBA continues to collaborate with RMIT Brunswick Campus, to take part in opportunities where the Association can communicate with their student base and provide incentive for students to interact with, and visit, the precinct.

In this financial year, the Association has trialled a Sydney Road Experience, inviting other businesses to attend their bi-annual Campus activity – to get directly in front of the students.

EASTER EGG HUNT & ACTIVITY

SRBA hosts an Easter Egg Hunt along the precinct every year with the intention to create an environment for:

- Business discovery
- Greater consumer awareness of the precinct
- Growth of consumer audience base

For the activation day, SRBA worked with Barkly Square Centre Management to use The Laneway, within which we provide:

- Free face painting and kids craft
- Sales of merchandise and promotion of easter egg hunt

This year the event attracted 39 entries and involved 30 businesses.

MELBOURNE WEDDING AND BRIDE EXPO

The Association presents the Sydney Road Brunswick Bridal Precinct every year at the Melbourne Wedding and Bride Expo, held in January. This event attracts over 1,500 brides to be and couples annually, and provides SRBA the opportunity to showcase the Bridal Precinct and distribute the Sydney Road Brunswick Bridal and Wedding Guide – advertising over 100 shops, services and suppliers from within the precinct.

LOCALISE THE LOVE PHOTOGRAPHY EXHIBITION

Following on from the Localise the Love support local campaign campaign that ran from October to December, the Association focused the messaging into a photography exhibition – which in a first took over a vacant shopfront to assist with attracting a long term tenant.

The exhibition had 22 photographers participate and photograph a total of 24 business owners/operators, which went into a physical exhibition at 49 Sydney Road Brunswick.

SRBA dedicated a portion of the funds to cleaning up the shopfront, and the rest in delivering the program, which was open to the public from Wednesday 28 February to Saturday 30 March.

The launch event was attended by around 87 persons (including photographers, businesses, local groups, SRBA Committee, Council and local supporters of photographers).

Over the course of the exhibition, the space welcomed over 300 persons to see the exhibits, which also included 168 votes for People's Choice Awards.

At the end of the Exhibition, the vacant shopfront was also successfully leased, turning the vacant space into a vibrant new addition to the precinct.

SYDNEY ROAD STREET PARTY

SRBA continues to value the Sydney Road Street Party, sponsoring the event and using the platform to promote community connections and showcase the precinct to locals and lovers from afar.

This financial year, SRBA participated in the event via:

- Selling merchandise and distributing flyers from two marquee sites
- Distributing free branded tote bags in exchange for email subscribers to our consumer database
- Promotion of the 2024 Brunswick Ball
- Delivery of the Kulin-Bulok Stage, which this year showcased 6 different groups comprised of primary and secondary school, and local musicians.
- Arrangement of several static and roaming entertainment acts

SRBA use this event, and the sponsor deliverables, to also heavily promote the annual release of the Sydney Road Brunswick Eating and Venue Guide.

BRUNSWICK BALL

Delivered for the third year in a row, the Brunswick Ball (formally Vintage Ball), was designed to celebrate not only the business community of the Sydney Road Brunswick precinct, but also the consumer community that know and love it.

This years' event welcomed 130 people into Laila Reception, where the event (themed The Wedding Singer) showcased 27 businesses directly as well as the overall precinct. The event featured a live band, catwalk competition, lucky door prize and a free totebag at the end of the evening, full of promotional collateral and offers from businesses within the precinct.

MERRI-BEK SUMMER SHOW SPONSORSHIP

SRBA has for a number of years sponsored the People's Choice Award at the Merri-bek Summer Show, held in the Counihan Gallery.

This sponsorship provides the Association with access to communicate and connect with the artist audience base in Merri-bek.

HISTORICAL WALKING TOURS

SRBA greatly values the outcomes these tours continue to deliver not only for the precinct, but for the important documentation of the area, showcase of business, and opportunity to connect with more consumers.

Run over the four segments of the Sydney Road Brunswick precinct, these tours focus on telling the stories of the businesses, buildings and general area – with attendees gifted a Sydney Road Brunswick tote bag and a hot drink at the end.

Run in collaboration with the Brunswick Community History Group, these tours (and its collaboration) were acknowledged and awarded at the 2023 Merri-bek Community Awards, under Collaborative Partnerships.



SCHOOL HOLIDAY WORKSHOPS

In September SRBA worked with Petal Pop Flowershop and Beauty Xtasy to deliver two kids workshops.

Beauty Xtasy delivered a Henna Art workshop for kids and Petal Pop Flowershop delivered a posy making workshop – both of which were delivered on the same day.

SRBA sees these activities as important opportunities to communicate about the diversity of the precinct's business offering, and also to introduce consumers to different businesses in a fun and engaging way.

FESTIVE SEASON HAMPER

In the lead up to the Festive Season, the Association created an online Festive Season Hamper competition, which saw 821 entries across Facebook and Instagram, with 1 winner drawn by random number generation. The winner enjoyed a hamper valued at over \$500, with product sourced from businesses within the precinct.

BUSINESS NETWORKING NIGHTS

Since COVID-19, the Association has placed strong emphasis on providing precinct businesses with opportunities to come together, meet each other, and start conversations around potential collaborations.

These events are hosted at the SRBA Hub, and provide a casual setting for owners and operators to come together, enjoy food and drink, and the opportunity to meet others.

FESTIVE ART ON WINDOWS

SRBA hosted over 20 artists from November to December as they took to 40 shopfronts from Dawson Street to Victoria Street, and Albion Street to Moreland Road – creating festive season inspired outcomes on participating shopfront windows.

From winter wonderlands and mystic creatures, flora and fauna; wreaths, candy canes and ice creams; worldly wonders, colourful expressions and messages of well wishes – this year's creations from participating artists were a feast to behold.

The Association continues to deliver the Festive Art on Windows program, as it's greatly loved by the business community, residents and visitors to the area. Additionally, the program assists SRBA in creating a festive outcome that is inline with community expectation and celebration.

TASTEBUD TOUR

In December 2023 SRBA teamed up with local foodie and Great Australian Bake-Off Finalist, Ilona Nicola, to deliver a food tour experience – showcasing food businesses, their passion, their product and their uniqueness to attending audiences.

This first tour was a trial to see how the Association can operate them, with the vision to deliver more. This first tour included 5 businesses, 10 persons and ran for around 1.5 hours.



AILSAL PAGE – EXPERT IN RESIDENCE

Following Ailsa’s successful delivery of the Maximising Sales Workshop in October 2023, SRBA confirmed the services of Ailsa for a full year, from 1 April 2024 to 30 April 2025, within which the scope of works include:

- Unlimited one on one contact with businesses owners to discuss specific issues
- Access to Ailsa’s network of suppliers and contacts.
- Ailsa’s attendance at networking events
- Four training workshops or information sessions
- Articles and short videos for the monthly newsletter
- Access to Ailsa’s marketing and promotions expertise for the Association’s own endeavours.

ANNUAL BUSINESS SURVEY

Every year the Sydney Road Brunswick Association conducts the Business Survey to get an up-to-date understanding of the businesses within the precinct, how businesses are going, and to understand if there are ways the Association can better deliver for the business base and precinct.

Importantly, we also compare the data with previous years, to assist SRBA and its Committee in identifying any trends that may be opportunities.

This year, the Survey gained 145 responses.

ANNUAL CONSUMER SURVEY

Every year the Association conducts a consumer survey to understand who the Sydney Road Brunswick precinct shopper is, and what their motivations are. These results assist SRBA in delivering continually aligned marketing and initiatives towards local and visitor audiences.

SRBA also compare the data annually to identify any trends or potential opportunities that may exist.

This year, the survey gained 200 responses.

BUSINESS WORKSHOP – MAXIMISING SALES

Providing Sydney Road Brunswick precinct businesses with opportunities for their business development is key, with SRBA hosting Ailsa Page at the Hub, to deliver a 1.5 hour workshop with businesses on how to make the most of sales (and consumer likely increased spend) in the lead up to the festive season.

Understanding that not all businesses could attend in person, SRBA also made this workshop available online via recording, along with the worksheets and resources.



SRBA BRAND & COLLATERAL REVIEW

The Association, and its Committee, have this year started a brand and collateral review, to ensure that it remains contemporary and relevant to the intended and marketed audiences.

This process has seen the Association work to refine its colour palette, revise the presentation of our print and digital outcomes, and will also work alongside our website redevelopment project currently underway.

Outcomes from this process will start to be released to the public from October onwards.

SYDNEY ROAD BRUNSWICK PRECINCT WEBSITE REDEVELOPMENT

The Association, and its Committee, have this year started a website redevelopment project that will see the website be completely redesigned and updated to meet the requirements not only towards consumer audiences, but also our business base and those who wish to get involved with the Association.

Whilst this project has started in this financial year, its completion and launch is set for 2025.

BUSINESS KITS REVIEW & UPDATE

A key component to the Association's interactions with new businesses and business owners is the Business Kit. This communication piece discusses who the Association is; the purpose, vision and outcomes that SRBA work towards; and importantly, tips and resources for successfully doing business not only within the precinct – but within the overall Merri-bek area.

The business kit is currently being updated.

SYDNEY ROAD BRUNSWICK MERCHANDISE

The Association continues to deliver merchandise for the precinct, in the form of tee shirts and tote bags.

These products, which are available for purchase from SRBA run events and activities, as well as at the Hub, continue to be a crowd favourite not only for the local community, but also for visitors and tourists. Additionally, many also purchase the tote bags as gifts for friends and family overseas.

SRBA continue to order both these products.



Digital & Online

Sydney Road Brunswick has accounts on the main consumer-facing social media platforms; Facebook, Instagram, Youtube and TikTok; regularly posting to each.

Alongside ongoing content creation for precinct businesses, events and broader community activities; this past financial year SRBA also produced unique campaigns around supporting local, International Women's Day, Valentine's Day and Mother's Day.



ONLINE STATS

Facebook

- Followers: 17.5k; with 555 new followers
- Visits: 21k; an increase of 98.7%
- Impressions: 1.3+ million; a 24% increase
- Clicks: 34.6k; an increase of 41%
- Reach: 356.9k; an increase of 83.4%
- Engaged Users: 56k; an increase of 18%
- Facebook Ads Reach: 52.9k; with our bridal ad campaign receiving the highest results (158k impressions, 11k clicks and a 7.11% CTR).

Instagram

- Followers: 8.6k; an increase of 11%, with 750 new followers
- We received 13.8k likes for the year, just over 1.5k comments and 12.3k profile views
- Engagement rate: just over 18k
- Reach: 83.2k; an increase of 31.4%

TikTok (introduced March 2022)

- Followers: 296; a 323% increase
- Likes: 1,492
- We have seen a significant increase in the views of our videos since posting the video of Onur Kurt of O'KAHVE promoting the Brunswick Ball; which is still receiving views and likes, currently 21.4k views, 870 likes and 15 hours watch time.

YouTube

- Subscribers: 106; an increase of 66
- Views: 58.7k (a significant increase of 1,902.05%; more than any previous year) with 421.8 hours watch time.
- Highest viewed video was the video we created with Elide of Bonita Couture creating a dress for Zana Pali for the Grand Prix Ferrari F1 Gala Ball, receiving 55.2k views and 381.7 hours watch time.

Google Analytics

- Users: 132k; with 131k of those being new users, with 3% coming from Google Ads
- Pageviews: 498,867; an increase of 0.027%
- Top landing pages: sydney road street party, home page, weddings formal wear, restaurants, business directory
- Top 5 pages by pageviews: home page, sydney road street party, home page, restaurants, weddings formal wear

Google Ads

- Impressions: 1,012,241; an increase of 25.38%
- Clicks: 33,719; an increase of 72.61%%
- Conversions: 4,198; an increase of 125.82%

Consumer EDM Database

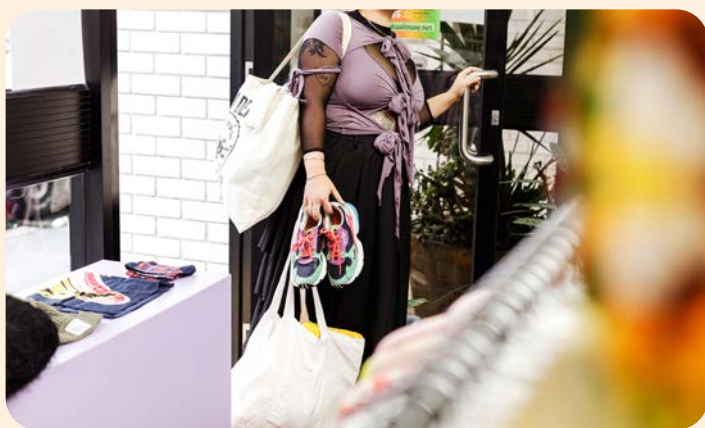
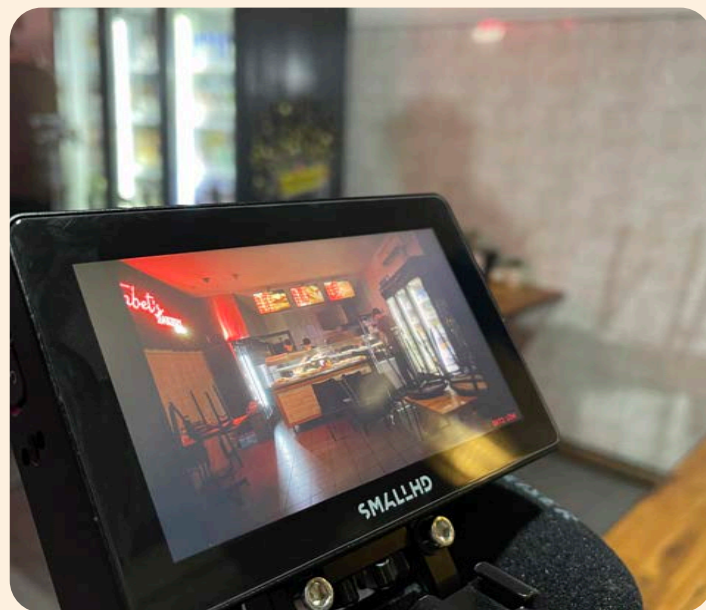
- Now sitting at 3,699 active subscribers.

Tourism & Visitation

The Association continues to place importance not only on the local lovers who live and breathe the precinct, but also on attracting tourism and visitation from further afield. As such, the Association continues its relationship with organisations such as Visit Victoria.

Visit Victoria

SRBA understands the importance of continually connecting with the various departments within this largescale Tourism body, and has worked with their various teams.



OFFICIAL VISITORS GUIDE (OVG)

The Official Visitors Guide has a distribution of 250,000 which includes tourism attractions, visitor information hubs, hotels and hostels, retail and café, retail precincts, major events and more.

Recent success here sees the precinct and select businesses included in the Spring OVG via editorial.



BRIEFING WITH PRODUCT SPECIALISTS

Recognising the importance of Visit Victoria's awareness towards the inner north, for which Sydney Road is a main entrance point and potential attractor, SRBA commenced conversations with the organisation, to host a famil/briefing that showcases Sydney Road Brunswick, Coburg and more broadly, Merri-bek.

Recent success here has seen the Association enter into collaborative talks with Council and Central Coburg Business Association to showcase the region in an briefing opportunity.

Advocacy & Lobbying

SBRA continues to contribute towards conversations and considerations that are of importance to the overall precinct and businesses. Over the past twelve months, these conversations have largely focused on transport infrastructure, safety and anti-social behaviour. SRBA has had the pleasure of relaying concerns and opportunities to media, local representatives, authorities and Council.

MEETINGS

Meeting with Sheena Watt MP & Anthony Cianflone MP, December 2023

SRBA had the pleasure of meeting with both Sheena and Anthony in December, using the opportunity to introduce them to Snafu Design, and casually talk about the priorities for the precinct and businesses.

Meeting with Merri-bek City Council Mayor Adam Pulford, April 2024

SRBA met with Mayor Adam Pulford to talk about the Association, and where we see areas of concern or opportunity towards businesses and the precinct.

ONGOING RELATIONSHIPS

Ongoing relationship with Brunswick Police Station

SRBA have an ongoing relationship with the Brunswick Police Station, where conversations centre on topics such as anti-social behaviour within the precinct, graffiti and business safety.

Whilst there may not always be immediate outcomes from the meetings, to date they have been fruitful in:

- Establishing a direct reporting mechanism in regard to illegal graffiti (increasing local police awareness and contributing to broader databases, increasing chances of apprehension).
- Creating greater familiarisation between the Brunswick Police Station and Association, which has assisted in communicating incidents from within the precinct.



Ongoing relationship with Merri-bek City Council

SRBA have ongoing communication with Council around a number of topics and areas of importance to the businesses and precinct. The Association's primary relationship exists with the Economic Development team, as well as other units such as Street Cleansing and Festivals. Some outcomes from these continued communications include:

- Greater precinct business involvement in the Sydney Road Street Party
- Graffiti Removal Kits now available from the SRBA Hub, instead of requesting them via Council
- Opportunity to provide advice around effectiveness of various initiatives



- **State Government's Level Crossing Removal Project**
- **Accessible Tram Stops**
- **Protected Bike Lanes**

With the announcement that the State Government's Level Crossing Removal Project would be delayed until 2030, renewed interest in transport and infrastructure on and around Sydney Road became a focus again, with groups calling for protected bike lanes and accessible tram stops to remain the priority for the precinct, despite the delay of the rail upgrades.

The Association has remained consistent with its interactions on these three topics, both towards the media and various authoritative bodies.

The Association's main concern is that these topics are taking place separately, without consideration of how one may impact the other, or how the road may be changed due to it.

For changes like this to be considered properly, we believe that Council (and the State Government) should bring stakeholders and representatives together, so that productive and thoughtful conversations can be had in a group setting.

We believe that a proper precinct plan needs to be developed so that the precinct can respond and evolve purposefully and strategically, with consideration for the experience of everyone, while remaining economically viable towards businesses on and around Sydney Road Brunswick.



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- **City of Merri-bek Transport Strategy (Moving Around Merri-bek)**

Merri-bek City Council released its revised Transport Strategy (Moving Around Merri-bek) earlier this year, with the Association included in workshops and a hearing, responding to the proposed strategy that would replace the previous 2019 Moreland Integrated Transport Strategy.

At the hearing, SRBA made a statement that spoke to concerns within the draft Moving Around Merri-bek paper, observing that it failed to appropriately recognise the Activity Centres and their needs – noting that they are not only loved by the local residents and community, but they also have a strong visitor economy.

Our concern is that where an Activity Centre is part of the conversation, it should bring with it group meetings and conversation in the one room, with various stakeholders and groups, so that well considered plans and potential outcomes can be addressed and discussed as a group. This should be Council's priority and responsibility.

All of these important conversations around accessible tram stops, walkability, and bike infrastructure do need to happen, but they should not happen independently to one another.

No one wants an outcome within the Activity Centres where the various means of transportation, accessibility and liveability are being actioned independently. They should be explored and actioned to create a thriving destination, but in consideration and in response to how they would impact each other, if they were to proceed.



Precinct Business Mix

The precinct of Sydney Road Brunswick continues to attract a diverse range and mix of businesses, with the precinct welcoming 45 new businesses and rebrands in the past financial year.

Conversely, the precinct has also recorded 43 businesses that have closed in the past financial year, but this is not necessarily a negative, as when compared to the new business/rebrand count, it suggests that whilst the precinct continues to evolve – it maintains its overall attractiveness to new invests.

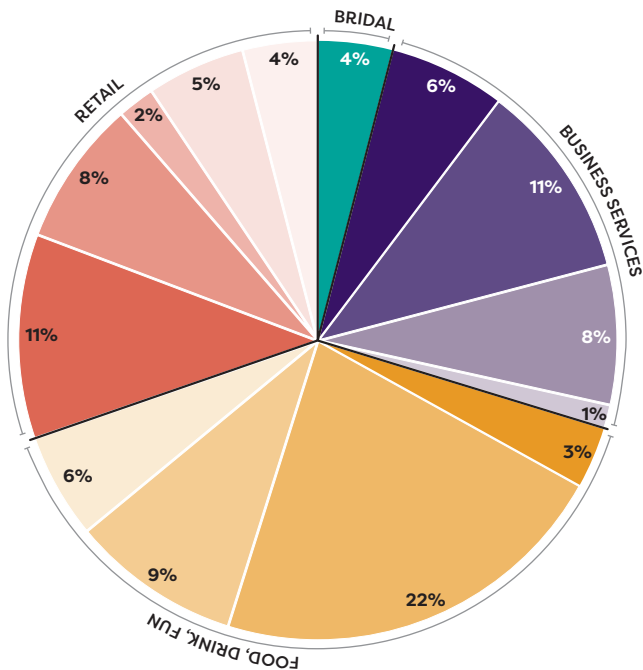
Furthermore, and since the pandemic, the number of businesses closing annually is decreasing year on year.

To understand the overall business mix for the precinct, the Association broadly categorises all businesses into either Bridal, Professional Services, Food Drink Fun, or Retail. Within these overarching categories area a number of subcategories.

In this financial year, the Association can report that:

- Bridal has remained constant at 22
- Business Services continues to increase year on year, with 2024 recording 140 (11% up from 2022 (126))
- Food Drink Fun continues to increase year on year, with 2024 recording 218 (9.5% up from 2022 (199))
- Retail has seen a drop year on year, with 2024 recording 165 (2.94% down from 2022 (170))

Overall, the precinct’s total number of businesses has grown from 525 to 545 between 2023 and 2024, which is a substantial increase of 3.8%.



2024 Business Breakdown

BRIDAL	Gowns, Stationery, Planners & Decorators: 22 / 4%
BUSINESS SERVICES	Financial & Legal Services: 34 / 6%
	Health & Community Support Services: 58 / 11%
	Professional Services: 41 / 8%
	Real Estate & Travel: 7 / 1%
FOOD, DRINK, FUN	Arts & Recreation: 18 / 3%
	Cafes, Restaurants, Takeaway & Bakeries: 119 / 22%
	Entertainments, Bars & Venues: 50 / 9%
	Fresh Food & Groceries: 31 / 6%
RETAIL	Body & Beauty: 60 / 11%
	Clothing & Jewellery: 43 / 8%
	Electronics, Computers & Phones: 11 / 2%
	Gifts, Homewares & Furnishings: 29 / 5%
	Misc.: 22 / 4%

Precinct Vacancy Data

Vacancy rates continue to be conversations that plague many main streets throughout Victoria, and the Sydney Road Brunswick precinct is no stranger to this conversation. Vacant larger properties, or several vacancies side by side can and do influence conversations that inevitably provide an overall negative picture. But, it's not that simple. It's not the entire picture.

This financial year has seen our vacancy data improve on the last three years, year on year. And, whilst the overall empty shop/space percentage sits at 17.53% (2.32% less than 2021/22 FY) – this doesn't tell the full picture.

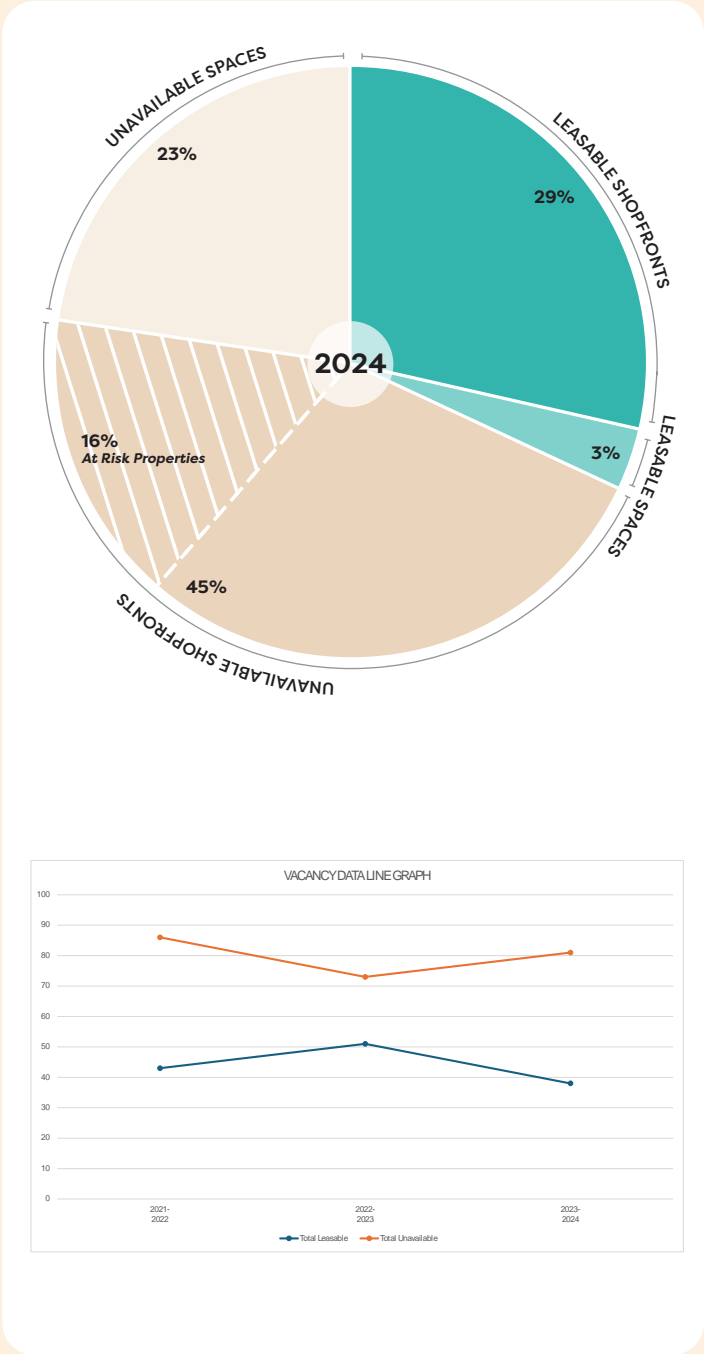
Whilst the overall count is as above, 6% of that are places and spaces that are actively and publicly available for lease, the remainder (11.53%) are places and spaces that are not available for lease.

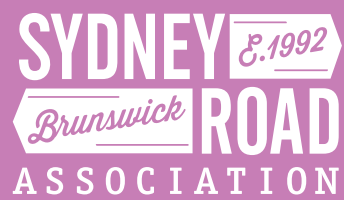
To have a public vacancy rate of only 6% is a very healthy number (and over the past three years it fluctuates between 8% and 6%).

The greater concern for the Association and precinct is the 11.53% (which equals 81 places and spaces), which are empty and not publicly available for lease.

These 81 properties can (and do) encourage anti-social behaviour – greatly impacting the customer experience and perception, as well as greatly impacting business appeal and feelings of overall safety.

New for 2024, SRBA has started to actively track what the Association is referring to as At Risk Properties. Simply, these are properties that are empty, and either falling into disrepair or attracting increased levels of anti-social behaviour. Of the overall 119 places and spaces, 20 (16.80%) properties fit this criteria and will form the basis of conversations with Council about how to move forward.





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