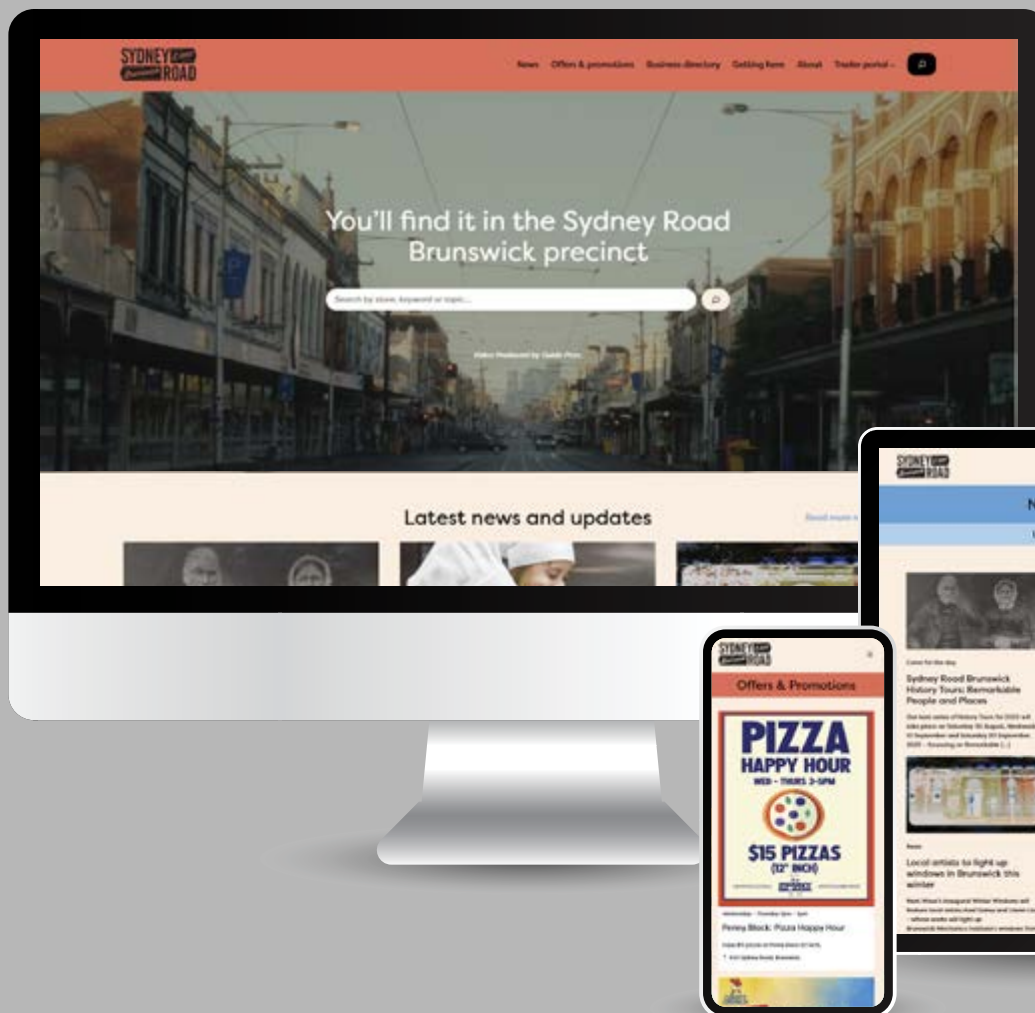


NEWSLETTER - AUGUST 2025

SYDNEY E.1992 Brunswick ROAD ASSOCIATION



WHAT'S COMING UP, IN THE NEXT 6 MONTHS

With the 2025-26 marketing and budget confirmed, we are excited to launch into the first 6 months of this financial year, with the following upcoming activities and initiatives!

Initiatives include redeveloped sydneyroad.com.au, community showcase, business awards, Festive Art on Windows, food tours, networking events and much more!

Read more inside...

Next meeting: 12th August 6pm, SRBA Hub @454, RSVP essential

WWW.SYDNEYROAD.COM.AU | [SYDNEYROADBRUNSWICK](https://www.facebook.com/sydneyroadbrunswick)  [#SYDNEYROADBRUNSWICK](https://www.instagram.com/sydneyroadbrunswick) 
454 Sydney Road, Brunswick, VIC | 03 9380 2005 | info@sydneyroad.com.au

A NOTE FROM COM MEMBER: Onur Kurt

The Story of OK POP UP to O'KAHVE

OKPopUp began in 2019 as an unplanned but heartfelt project. The name came from my initials, "OK," and I called it a "pop-up" because I wasn't quite sure what it would become. Originally, I dreamed of opening a small cafe, but after a cancer diagnosis, I had to change direction. The business shifted into a vibrant, eclectic retail space selling clothing, accessories, gifts, and serving Turkish tea and coffee. I also began doing Turkish coffee readings, adding a cultural and personal touch.

When COVID hit, I adapted by making face masks and stocking in-suit products to stay open. During this time, I also fitted the space with a sink and met council requirements, which allowed me to expand into food.

Inspired by Turkish street toasties and my parents' recipes, I started offering Turkish-style toasties, many featuring ingredients I love, like eggplant. I later added homemade soups, sweets, and sourced Turkish delight both locally and from Turkey. In 2023, I launched my own brand of Turkish coffee in collaboration with a local roaster in Merri-bek.

It was driven by curiosity- why hadn't any Turkish Australians created their own coffee brand? That curiosity became a challenge, and now a product I'm proud of, even offering a decaf version. Through it all, I didn't follow a set plan-just instinct, creativity, and heart. And somehow, it all came together.



KEEP THE WARMTH IN - WITHOUT LOSING CUSTOMERS

With winter in full swing, it's tempting to leave your shop door open to appear welcoming - but it could be costing you. Research and customer feedback show most people prefer walking into a warm, cosy space out of the cold.

Why close your door?

- Comfort: Warm customers stay longer.
- Lower bills: Reduce heating costs and energy use.
- Sustainability: Help cut climate pollution with one simple change.

Worried about looking closed? Try this instead:

- Add a friendly sign: "We're open - come in, it's warm inside."
- Keep entrances well-lit and window displays active.
- Remind customers online that you're open and cosy.

Let's keep our shops warm, welcoming and energy-smart this winter.



BUSINESS SKILLS WORKSHOPS

Merri-bek City Council have organised 5 exciting free marketing workshops, with four coming up over August-November 2025.

I have attended similar workshops in the past and highly recommend you take advantage of these free upskilling opportunities or send an employee if you cannot make it.

The upcoming workshops cover:

AI Tools and Workflows That Save Time
27 August, 2025

5 Secrets of Marketing for Real Results
10 September, 2025

Marketing & Promotion: Creating Content that Converts
22 October, 2025

How to Plan a Great Website
19 November, 2025

More information and register via the QR code.



BUSINESS FEATURES

- Pulcinella in [The Age](#)
- Bergy Bandroom in [The Music](#)
- Welcome to Brunswick in [Time Out](#)
- King Tut in [The Age](#)
- Bergy Seltzer in [Beat](#)
- Good Days in [Broadsheet](#)

Links available in email version of newsletter.

SAFETY AND SECURITY REMINDER FROM VICTORIA POLICE

Victoria Police are seeing an increase in burglaries across the area. Please see the following reminder of proactive ways to help keep your businesses (and homes) safer.

LOCK - all doors (especially back doors)

CASH - if cash is left on premises, make sure it's in a safe that is bolted properly to the ground and away from site. If no cash is left, we can provide stickers for your windows.

SAFETY - Where possible, have 2 people working together or at close times. CCTV is helpful. Lighting is important, especially at back entrances/exits/laneways.

REPORT - Please report all incidences to police online or by phoning 131 444. In an emergency call 000.

Visit onlinereporting.police.vic.gov.au or scan the QR code.



UPCOMING: Next 6 Months

Launch of redeveloped sydneyroad.com.au

The Association has worked hard over the past 6 months to get the redeveloped precinct website launched! But, that's not where it stops.

We are excited to now be able to offer our businesses with increased promotional and functional ability within the site.

More information will be sent out in the coming weeks.

Launch of redeveloped business Welcome Kits

The Association, in recent months, and in line with the website, has worked to redevelop the Welcome Kits (formally Business Kits) that are provided to new businesses and new business owners/operators.

This kit is a great resource to doing business in the Brunswick Activity Centre, and we look forward to distributing it to applicable businesses. But, if you would like a digital copy, scan the QR code.



History Tour – Remarkable People and Places

The Association, in collaboration with the Brunswick Community History Group, will be delivering more historical walking tours, with this upcoming tour focusing on the people and places that have made the precinct what it is today.

Community Showcase – Busking in the Precinct

The Association is reaching out to the local community, to establish a Showcase that will assist us in not only activating the open spaces around the precinct, but also to engage and support local talents. This program will start in time for the September school holidays and pop up in different areas.



Business Awards – Celebrating the Business Community

The Association is excited to announce that it will be presenting a Business Awards in November of this year, with the purpose being to promote and showcase the wonderful business community that SRBA represents. All businesses will be able to enter. More details on this initiative to come. This event will include the Association's Annual General Meeting.

Festive Art on Windows program

The annual favourite Festive Art on Windows program will take place again this year, where SRBA connect artists with our business community, to create a festive display that runs from November to January.



Networking and Business Development

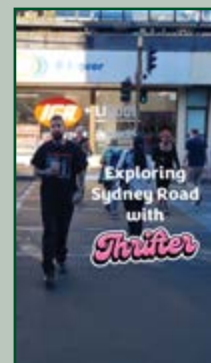
There will be more networking and business development events taking place in the coming 6 months, with continued opportunity to connect and get to know your precinct, as well as upskill knowledge and understandings. These events are perfect for new and established businesses in the area.

Coffee Collaborations

A continuing initiative, Coffee Collaborations provides business owners/operators with an opportunity to connect up with another business from the precinct, with the purpose to explore any potential opportunities for collaboration and connection. Paid for by SRBA, this is a great way to meet other businesses from within the precinct, and start a conversation informally.

Social Media Collaboration Video

A continuing initiative, SRBA is calling on all businesses that have yet to participate in a collaboration video, to reach out and take part! The social media videos, posted to Sydney Road Brunswick precinct's Facebook and Instagram (which have a combined following of over 28,000 people), receive strong engagement and are a great way to not only promote yourself, but also the businesses within the precinct that you LOVE.



Online Competitions – Hampers

The Association will be running two online competitions between now and the end of the year, both for hampers that support and showcase the local business community within the precinct. The hampers continue to attract strong results and are a great way to showcase businesses and their offerings. The upcoming hampers will be for Mental Health Month in October and the Festive Season.



Food Tours

The Association will again kick off more food tours, connecting locals to, and lovers of, the precinct – with a variety of diverse food and drink. This is a great way for people to experience new tastes and discover businesses they had previously not yet tried.



Ambassador Program

The Association will be restarting the Ambassador Program for its social media and online channels, where locals and lovers of the precinct show their favourite things about the Sydney Road Brunswick precinct, through their perspective.

Advertisements

The Association will be continuing to book advertisements to promote the businesses and the precinct. These are done largely with local media.

Annual Update – Suite of Consumer Guides

Every year the Association reviews and updates its suite of collateral, to include new businesses, review the categories, and update any other necessary information, this starts from August and is completed in February.



NEW BUSINESSES (past 12 months)

SHUJINKO BRUNSWICK @62

Shujinko Ramen and Sake Bar is your authentic Japanese gateway. The secret is in the noodles and broth, with the chefs behind the pass creating flavour medleys that take you on a journey.

Hours of dedication and meticulous craftsmanship go into crafting their broth, revealing its deep, complex flavours. They source only the freshest, daily-delivered ingredients and toppings for their ramen.

ENVY CLOTHING @449

Located in the heart of the Sydney Road Brunswick precinct, Envy is a formal and evening wear boutique that stocks gowns, dresses and accessories to create lasting impressions.

Expertly curated, Envy fill their racks to stock for a variety of styles and preferences. Their lines are perfect for weddings and celebration occasions, or for your next high-end look.

MELBOURNE ANIMAL CT & MELBOURNE FELINE THYROID CENTRE @590

Melbourne Animal CT and Melbourne Feline Thyroid Centre is an independently owned referral veterinary centre offering two services:

1. Fast, affordable, high quality CT scanning for pets in Melbourne. Same day CT available, and all images are interpreted by specialist radiologists.
2. Radioiodine treatment for hyperthyroid cats- a condition that affects 1 in 9 cats over the age of 10 years.

Drs Andrew Kapsis and Jonathan Crawford opened the centre in November 2024. They are experienced veterinarians with interests in both medicine and surgery, and have been operating a CT scanner for over 10 years.

IVASCO @610

At Ivasco, every bag, shoe, and suitcase tells a story of experience, craftsmanship, and passion. They are proud manufacturers with over 40 years of history, always moving forward with fresh designs and modern styles.

Ivasco products are built to last, offering excellent quality, competitive pricing, and a wide variety to match every lifestyle. Whether you're dressing up, traveling, or gifting someone special, Ivasco is your go-to destination for style, comfort, and value.

YPA BRUNSWICK @858

YPA Brunswick is a dynamic real estate agency located in the heart of Brunswick. Known for its dedicated team and exceptional local market knowledge, YPA Brunswick offers a full range of property services, including residential sales, property management, and expert appraisals.

The team prides itself on delivering outstanding results through personalised service, innovation, and integrity. Whether you're buying, selling, or leasing, YPA Brunswick provides a seamless, professional experience - their service will move you.

