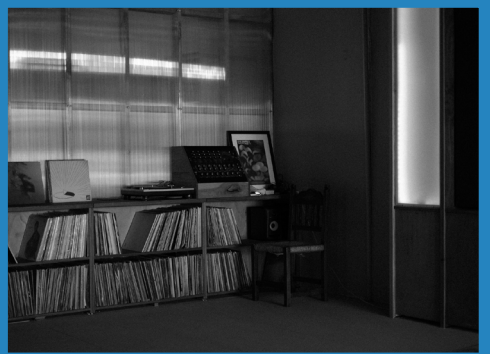


NEW BUSINESSES (past 12 months)



TENDER @535

Tender is a place for movement, mind and sound.

The studio is an architecturally designed, acoustically treated space. Along with Yoga and music adjacent events, Tender hosts workshops, exhibitions, film screenings and other community + arts-focused events.

The studio currently offers weekly yoga classes, with more classes to be added to the timetable soon. Tender's movement practices consist of a deep and steady pace with a focus placed on connection to breath.

The Tender Listening Room is open (most) Thursdays from 6-9pm. Check their website for event updates, tender.place

ON TO THE NEXT @538

On to the Next is a Sydney Road rent a rack store! They have 40 racks in-store with new ones starting almost daily, so the store is a constantly changing hub of sustainable shopping.

You never know what you will find. Wardrobe already bursting at the seam? Rent a rack and break up with your clothes so they can start a new adventure.

CRISPY CRUNCH @571

Crispy Crunch is a vibrant fried chicken and burger restaurant in Brunswick, established in December 2024. Known for its gourmet flavours and lively, hip atmosphere, it has quickly earned over 300 glowing Google reviews with a 4.8-star rating.

The restaurant was recently chosen by the University of Melbourne Student Union for its prestigious Food Adventure event. Serving premium fried and grilled chicken, burgers, and sides prepared fresh daily, Crispy Crunch also donates a portion of proceeds to charitable causes.

NASI KANDAR PENANG @625

Nasi Kandar Penang Brunswick strives to craft the finest food experience for all valued customers. Their mouthwatering meals combined with their lightning-fast restaurant and takeaway services, are designed to work culinary magic that will leave you craving for more.

Regardless of the occasion, the number of guests you're looking to satisfy, or your dietary restrictions, the team are wholeheartedly dedicated to serving you scrumptious food that will delight your taste buds and keep your tummies content!

SHIVERS @864

SHIVERS is an artist-run initiative on Sydney Road, Brunswick, co-founded by Safak Gurboga and Emilie and Kate Syme-Lamont. Established in 2024, it features a gallery on the ground floor and two creative services upstairs: Next Door Tattoos and Neety Does Nails.

The gallery hosts exhibitions, performances, and events with a focus on diverse, experimental, and socially engaged practices. With six months of fee-free exhibition opportunities for artists each year, SHIVERS supports artists at every stage, fosters dialogue across cultures and disciplines, and connects local and international practitioners. SHIVERS is growing into a welcoming hub and a vital part of the arts and cultural life of the Merri-bek community.



NEWSLETTER-SEPTEMBER 2025



Sydney Road Brunswick Precinct NETWORKING LUNCH



NETWORKING EVENT - WEDNESDAY 8 OCTOBER, 12PM-2PM

Meet fellow businesses and enjoy a professional development session at the Association's next networking event, taking place on Wednesday 8 October, from 12noon to 2pm, at Mokum (359 Sydney Road Brunswick).

At no cost to attend the event, attendees will enjoy food and drinks, networking opportunities with fellow businesses, and professional development with a presentation on Intellectual Property, and how small to medium size businesses should be considering it, by George of By George Legal.

If you'd like to attend the networking event, scan the QR code or register via this link: [www.trybooking.com/DFDQC](http://www.trybooking.com/DFDQC)

Next meeting: 9th September 6pm, SRBA Hub @454, RSVP essential

[WWW.SYDNEYROAD.COM.AU](http://WWW.SYDNEYROAD.COM.AU) SYDNEYROADBRUNSWICK #SYDNEYROADBRUNSWICK   
454 Sydney Road, Brunswick, VIC | Ph: 9380 2005 | [info@sydneyroad.com.au](mailto:info@sydneyroad.com.au)

## A NOTE FROM COM PRESIDENT: Julie Cini

Over the past 12 months, my time as the president with the Sydney Road Brunswick Association has been such a privilege. I've always known Sydney Road to be a place full of character, culture, and community, but this past year I've really seen how much energy and change is happening along the strip.

One of the things that has stood out most to me is the way local businesses have bounced back with creativity and determination. I've seen a record number of new shops and cafés open, bringing fresh life to the street, in turn bringing a new wave of customers to the strip, and I see that reflected with the foot traffic.

I've also loved seeing how Sydney Road continues to celebrate its diversity. From cultural events and live music shows, the street has been buzzing with activity. Another noteworthy progression is the safety of the traders and community, and I have attended a number of meetings with Victoria Police about how we can better support businesses with theft and unruly behaviour. This has resulted in the implementation of a local Neighbourhood watch group to help the traders and community be safer.

Looking ahead, I'm especially excited about the Sydney Road Business Awards. This event is such an important moment to recognise and celebrate the hardworking people behind our businesses. It's not just about success, but about the passion, innovation, and dedication that keeps Sydney Road thriving.

Being part of the Association has given me a front-row seat to these changes, and I feel proud to see the way Sydney Road continues to evolve while staying true to its heart and community.



## HOMELESSNESS - HOW TO RESPOND TO SOMEONE WHO IS SLEEPING ROUGH

Homelessness can impact anyone at any stage of their life. Merri-bek City Council acknowledges the dignity and human rights of individuals facing homelessness, recognising that homelessness, including people who are sleeping rough, is often the result of systemic issues.

Recently, Merri-bek City Council developed a procedure guide, with tips on how to respond to someone who is sleeping rough, and/or respond to personal items left in public spaces.

The Association have printed copies of this document at the SRBA Hub.

If you would like a copy, please reach out on [info@sydneyroad.com.au](mailto:info@sydneyroad.com.au) or 9380 2005.



## REDESIGNED & REDEVELOPED SYDNEYROAD.COM.AU

The Association has worked hard over the past 6 months to redesign and redevelop the precinct's website, and are excited to announce the new website is now live! Having launched on Tuesday 5 August, 2025.

The new website has been redeveloped to:

- Further enhance business discovery and precinct exploration by consumers,
- Provide an enhanced portal, where SRBA can continue to promote business development opportunities and house announcements,
- Introduce a "Get Involved" section, inviting community and specialist groups to contribute to precinct initiatives

With a sleek new design, streamlined navigation, and stronger Search Engine Optimisation (SEO), the site is now more accessible, responsive, and impactful - whether viewed on desktop or mobile.

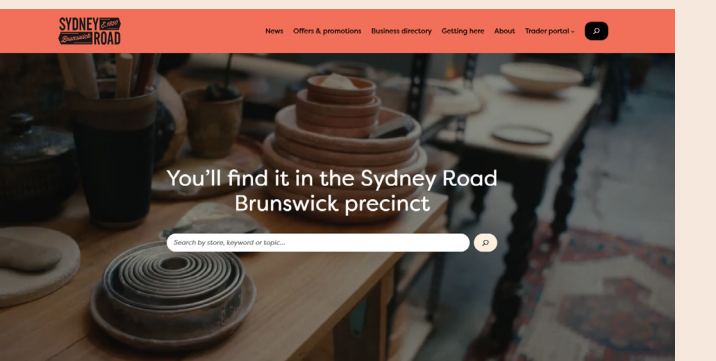
We'd like to thank all businesses for confirming their details so we could update listings in the business directory. Now, we're excited to share that the new site also offers expanded promotional opportunities for your listing.

By providing us with updated information, such as extra website links, additional social media channels, special services, or upcoming offers, you could:

- Increase your visibility in search results (SEO boost)
- Make your business more discoverable to potential customers
- Ensure your listing reflects your brand at its best

You're also encouraged to refresh your listing at any time with new photos, a new blurb, or updated contact details.

If you haven't yet explored the new SydneyRoad.com.au, we strongly encourage you to take a look, and make the most of these exciting new features.



## BUSINESS FEATURES

- Bergy Bandroom in [The Music](#)
- Madina Halal Meats in [Broadsheet](#)
- Cumbe in [Urban List](#) and [Broadsheet](#)

Links available in email version of newsletter.



## GRAFFITI REMOVAL UPDATE

The Association has started again on ground floor graffiti removal works, with an ongoing program to target instances of two or more tags, or where the visual appearance is negatively impacting the immediate area. SRBA is also targeting vacant shopfronts within the precinct, understanding that the graffiti in these instances is generally greater, and it invites further antisocial behaviour to the area.

## SECONDHAND AND VINTAGE GUIDE

The Association is currently updating the Sydney Road Brunswick precinct's Secondhand and Vintage Guide, which takes place on an annual basis to make sure the content is relevant and the businesses included are being communicated with the correct information.

The guide is printed in the thousands every year and is a much loved communication piece around the precinct's continually increasing secondhand businesses, and businesses that are related to that consumer mindset.

## FOOD DRINK FUN PHOTOSHOOT

Thank you to all the businesses that participated in our recent food, drink and entertainment photoshoot within the Sydney Road Brunswick precinct. We look forward to sharing the final outcomes through our ongoing marketing and promotion of the precinct.

These images will be added to our ongoing image and video library, which we call on for outcomes such as digital marketing, print collateral and the like.



## BRUNSWICK NEIGHBOURHOOD WATCH - CALL FOR MEMBERS AND COM

A Neighbourhood Watch for Brunswick is starting to officially come together, and they are on the lookout for potential Members and a Committee to join their newly established program. SRBA is excited for how this program can assist in the ongoing bringing together of community (both residential and business), and assist in ongoing crime prevention or mitigation efforts.

If you'd like to express your interest in joining the Brunswick Neighbourhood Watch as a Member, or part of their Committee, please contact Troy from SRBA on 9380 2005, or email [info@sydneyroad.com.au](mailto:info@sydneyroad.com.au)



## UPCOMING EVENTS

### SEPTEMBER SCHOOL HOLIDAYS COMMUNITY SHOWCASE

We look forward to launching our Community Showcase these September school holidays, where SRBA shines a spotlight on local and diverse talent along the Sydney Road Brunswick precinct. Stay tuned for more information.



### FESTIVE ART ON WINDOWS PROGRAM

With the end of the year on the horizon, so too is the annual favourite, Festive Art on Windows program. This program sees up to 40 businesses, across two sections of the Sydney Road Brunswick precinct, have their shopfronts transformed with a festive painting by a talented artist - on display from mid November to mid January.

This year the program will be focusing on the Brunswick (Dawson Street to Victoria Street) and Moreland (Albion Street to Moreland Road) sections of the Sydney Road Brunswick precinct. If you're a business within those sections, and interested in being part of the program this year, please call the Association on 9380 2005 or email [info@sydneyroad.com.au](mailto:info@sydneyroad.com.au)

SRBA will be communicating directly with all eligible businesses in the coming weeks too.

