

NEWSLETTER-OCTOBER 2025

SYDNEY *E.1992*
Brunswick ROAD
ASSOCIATION



STALLHOLDER APPLICATIONS OPEN - 2026 SYDNEY ROAD STREET PARTY!

SRBA is excited to let businesses know that stallholder applications for Merri-bek City Council's Sydney Road Street Party are NOW OPEN, with businesses from within the Sydney Road Brunswick precinct now able to apply for a free site (excluding hire items), for the Street Party event.

Stallholder applications close on 28 October 2025.

To apply for your free site at the Street Party, scan the QR code or visit sydneyroad.com.au/trader-news/2026-sydney-road-street-party

Next meeting: 14th October 6pm, SRBA Hub @454, RSVP essential

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

A NOTE FROM COMMITTEE: Ashley Blyth

Since joining the Sydney Road Brunswick Association (SRBA) Committee, I've been fortunate to see first-hand the positive impact that collective effort can have on our precinct. The committee brings together a diverse mix of business owners and professionals who share the same goal: strengthening Sydney Road as a vibrant, welcoming hub for locals and visitors alike. Whether it's through precinct activations, marketing initiatives, or creating opportunities for traders to connect, the Association is constantly working to enhance the experience for businesses and the community.

From my perspective in professional services, I've also noticed some trends that many businesses can relate to. Uncertainty around interest rates and broader economic conditions continues to shape consumer behaviour. Caution is high, but so too is the appetite for value. Customers are seeking trusted relationships and transparency, whether they're choosing a café, a retailer or a mortgage broker. The businesses that are thriving are those building loyalty through genuine service and community engagement.

What stands out most is that Sydney Road, and Brunswick more widely, has always been about more than just transactions. It's about connection, culture and the sense of belonging that keeps people coming back. As a committee, we're committed to ensuring the precinct not only adapts to changing trends but continues to grow as a place where businesses and customers feel supported.

Favourite coffee:
Flat White (Melbourne
born and bred,
after all!)



BUSINESS AWARDS UPDATE

The first ever Sydney Road Brunswick Precinct Business Awards is off to a tremendous start, with over 1200 votes by the public already received, and just around 1 week to go until voting closes at 5pm, Friday 17 October.

Since the launch of the awards, it's been great to see so many businesses get behind the program and encourage their customers to vote, as well as see all the positive commentary come through to date.

The Awards Committee looks forward to reviewing the submissions, in particular the finalists, in preparation for the Awards Night on Wednesday 12 November. More information, and your invitation, to come.



REPOSTING - AN UPDATE

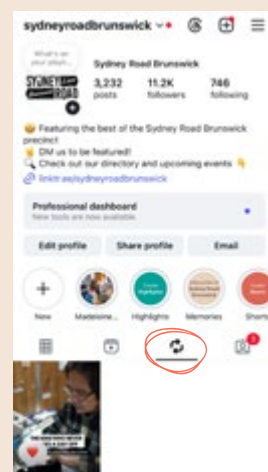
Instagram has been making changes over the past few months to more than ever before reward original content. This means a fancy new Repost feature on the app, but also potential penalties for people reposting via other methods.

This new feature allows you to reshare public content within the app, allowing it to be posted to the newly instated Repost section of your profile, and also in your followers' feeds.

It's a great way to share content you love, while also boosting that post and giving credit to the original creator.

When reposting, you can also add a short comment, which gives context to your followers as to why you are reposting this particular post.

We recommend reposting via this method only, as any content found by Instagram to have been reposted via a 3rd party app, could lead to penalties - Instagram will replace that content with the original, meaning the post on your page will stop receiving engagement. If you do this on your account, please note you may be shadowbanned by the app.



BUSINESS FEATURES

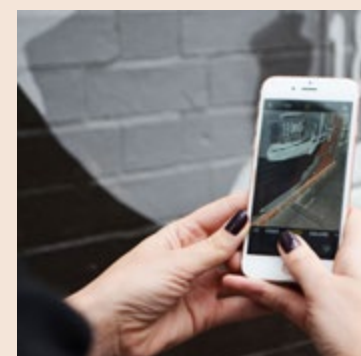
- Mary Eats Cake in [Concrete Playground](#)
- Savers in [Broadsheet](#)
- Billy Van Creamy in [Concrete Playground](#)

Links available in email version of newsletter.

AMBASSADOR PROGRAM

In recent weeks a revised Ambassador Program for the Sydney Road Brunswick precinct has been approved, where locals and relevant talent of all natures will be engaged to create content for the Sydney Road Brunswick precinct, showcasing different perspectives, voices and experiences.

We look forward to opening applications soon!



UPCOMING NOTICE OF ANNUAL GENERAL MEETING

The Sydney Road Brunswick Association (SRBA) invite you to attend the coming Annual General Meeting (AGM), taking place on Wednesday 12 November, from 6pm, at the Brunswick Mechanics Institute (270 Sydney Road Brunswick).

This AGM will take place prior to the Business Awards (taking place in the same venue on the same night), with food and drink provided. In addition to the Business Awards, this is a great opportunity to network with fellow businesses in a fun and informal setting.

RSVPs to the AGM is required 7 days prior, by Wednesday 5 November 2025. Formal notice of AGM will be distribute in the coming weeks. If you'd like to RSVP ahead of the formal notice, please email info@sydneyroad.com.au



PROFESSIONAL AND HEALTH SERVICES GUIDE

The Association will soon be reaching out to all the Professional and Health Service aligned businesses within the precinct to confirm data for the next iteration of the Sydney Road Brunswick precinct's Professional and Health Services Guide. Please look out for an email soon from info@sydneyroad.com.au to review your details if you are a business within these categories.

BRIDAL AND WEDDING GUIDE

The Association will soon be reaching out to all the Bridal and Wedding aligned businesses within the precinct to confirm data for the next iteration of the Sydney Road Brunswick precinct's Bridal and Wedding Guide. Please look out for an email soon from info@sydneyroad.com.au to review your details if you are a business within these categories.

NEIGHBOURHOOD WATCH BRUNSWICK – CALL FOR MEMBERS AND COMMITTEE

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 Neighbourhood Watch Brunswick as a Member, or part of their Committee, please contact Troy from SRBA on 9380 2005, or email info@sydneyroad.com.au

UPCOMING EVENTS

FESTIVE ART ON WINDOWS PROGRAM

The Association is working behind the scenes to bring the 2025 Festive Art on Windows program to life, and currently communicating with businesses in the precincts where it will take place this year, being the Brunswick Precinct (Glenlyon Road to Victoria Street) on Saturday 22 November, and Moreland Precinct (Albion Street to Moreland Road) on Saturday 29 November – all on display until January 2026.

This program is an annual favourite for the businesses, locals and visitors to the area, as the precinct is transformed into a festive wonderland of interpretations around togetherness and joy, transforming 40 shopfronts over two sections of the Sydney Road Brunswick precinct. If you're a business within the above mentioned sections, and you'd like to have a festive painting on your shopfront, please reach out to us on 9380 2005 or email info@sydneyroad.com.au



2026 SYDNEY ROAD STREET PARTY - 01/03/26

Following feedback from the 2025 event, all Sydney Road Brunswick precinct businesses are able to apply for a stall, and if approved, receive a site for free (only having to pay for hire items/permits etc).

Previously the process for Sydney Road Brunswick precinct businesses (outside the event area) was slightly different and created complications – but these have been dealt with and the process for precinct businesses (both inside and outside the event area) is now the same.

Stallholder applications are open now and close on 28 October 2025.



NEW BUSINESSES (past 12 months)

SUBWAY @90-106, BARKLY SQUARE

Subway Barkly Square Brunswick, located opposite JB Hi-Fi, is a convenient destination for fresh, made-to-order meals. With breads and cookies baked daily, the store offers both quality and value. Customers can choose from a wide range of proteins, salads, and toppings, making Subway a healthy choice that can be customised to suit any taste. Affordable catering packages are also available for your next event, while the Subway loyalty card rewards regular customers with discounts and exclusive perks.

AZEEMAH @307-311

Azeemah is a women's hub and community café, providing a safe space for women and keeping the spirit of Palestine alive through food, culture, and connection. The café serves authentic Palestinian dishes and fusion dishes, with all proceeds supporting vulnerable women. Beyond food, Azeemah provide a safe and welcoming space for women to gather, learn, and celebrate Palestinian traditions. Every meal and activity carries a purpose, nourishing both body and community. In a supportive environment, they also offer space for activities, workshops, and information sessions. (Yes, men are welcome too!)

KING TUT @414

KING TUT began its journey as a food truck in 2019, sharing the bold flavours of Egyptian street food with Melbourne. Today, it proudly calls Sydney Road home, bringing authentic dishes like koshary, falafel, and hawawshi to the heart of Brunswick. With a full vegan menu and plenty of plant-based options, KING TUT caters to every taste. From its food truck beginnings to a vibrant restaurant, KING TUT continues to serve Melbourne a true taste of Egypt.

USE-TA! @514

Use-Ta! has joined Sydney Road's vibrant community, which is bustling with fellow second-hand stores and eco-conscious businesses. Since 2014, this premium preloved children's consignment boutique has curated quality maternity, baby, and kids' clothing from sizes 00000-14, featuring independent Australian and international brands. Their consignment model supports local families while reducing environmental impact. The team at Use-Ta! is delighted to be surrounded by like-minded sustainable retailers on Sydney Road, creating a thriving hub for shoppers seeking quality preloved treasures.

RAMEN SHOUYUYA SAKE BAR @692

The team opened their new restaurant this January in the northern part of Sydney Road, as a sister venue to MISOYA SAKE BAR, which first opened ten years ago. In Japanese, wa means both "Japan" and "circle." Their concept is to invite the people of Brunswick into this circle of Japanese food and culture. Their dishes are simple and natural, made without chemical seasonings. They serve soy-based soup prepared with dried sardines, kombu, and free-range chicken, paired with their house-made noodles, to warmly welcome their guests.

EPILEPSY FOUNDATION OP SHOP @744

The Epilepsy Foundation Op Shop on Sydney Road is where thrift dreams meet real impact. Bursting with a mixture of vintage and modern fashion, quirky homewares and one-off bargains, every sale helps fund support services for people living with epilepsy. Donations of pre-loved goods keep the vibe fresh and the mission strong. Pop in, hunt for hidden gems, and know your haul powers a great cause. Whether you're chasing retro threads or a budget-friendly statement piece, this Brunswick hotspot proves thrifting can change lives - and wardrobes.

