

NEWSLETTER - FEBRUARY 2026

SYDNEY EST. 1992
Brunswick ROAD
ASSOCIATION



SYDNEY ROAD STREET PARTY

ARE YOU READY?

The Sydney Road Street Party is two weeks away! Taking place on Sunday 1 March 2026, from 12noon to 6pm. The event sees Sydney Road Brunswick (between Brunswick Road and Victoria Street) transformed into a music festival, with numerous pop-up stages programmed, more than 150 stalls lining either side of Sydney Road Brunswick, and around 40,000 visitors over the course of the day.

If you have a stall, or are a business operating inside the event area, see the tips list inside this newsletter for things to consider at this year's event. If you are outside the event area, but want to make the most of the day, reach out to the Association to chat with our friendly team. We are happy to provide tips and ideas.

Next meeting: 17th February 6pm, SRBA Hub @454, RSVP essential

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A NOTE FROM COM MEMBER: Jacob Miller

After nearly two decades supporting Australian and international charities to implement best-practice retail strategies, it was time for me to open my own store, Curiosities, where I could put some of those learnings into practice within my own community; and as a Sydney Road resident there was nowhere better to open a business.

I quickly joined the SRBA Committee, having seen around the world how connected communities and thriving precinct management benefit local traders. Instantly my network expanded and I was exposed to a new range of businesses, diverse opinions, historical memories and viewpoints from all along our wonderful 2.5km ecosystem.

One of the most inspiring trends I've witnessed within the SRBA is the growing number of second-hand or sustainably led businesses. Second-hand is as much a draw card as bridal, pharmacy or essential services; Sydney Road now boasts more than 20 second-hand traders.

Some precincts see the growth of second-hand stores and fear decline, assuming people shop this way only for economic reasons. But broader evidence shows that second-hand shopping isn't about necessity alone - it's about identity, creativity and community. Studies show a strong majority of people have shopped second-hand, and style consciousness is the primary predictor of that behaviour rather than frugality or pure environmental motives as often assumed.

Style consciousness is all about expressing identity, and that is what Brunswick does best, so it's no wonder the numbers of second-hand stores are increasing and, by extension, the number of style-conscious shoppers in the precinct increases.

What's more, research has found no evidence that increasing numbers of reuse retailers harm high streets; on the contrary, they help fill vacant spaces, stimulate footfall and add character to local shopping strips - exactly what Sydney Road does best.

Being part of this vibrant, diverse precinct is a joy, and I'm thrilled to live, work and represent Sydney Road. If you'd ever like to chat or need support, please reach out. jacob@thejacobmillershow.com

Jacob Miller is a Churchill Fellow and a RETHINK RETAIL 2026 Global Top Retail Expert



BIN WRAPS

Following a review of the bin wraps that the Association uses to brand the precinct, SRBA is delighted to note that we will be running with a new application method (decal) and new design, for the next two years. Decals (or stickers) ensure ongoing adhesion to the bins, and create an overall more seamless appearance. Additionally, these will be better wearing and not be as susceptible to damage as currently seen by the existing wraps. These new wraps will be installed after the Sydney Road Street Party.



INTERNATIONAL WOMEN'S DAY

Next month is a very important day for women and gender equality - International Women's Day.

International Women's Day (March 8) is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating gender equality.

For the past few years, SRBA has run a feature on the amazing female-led businesses in the precinct.

If your business is female-led and has not been featured in an IWD feature previously, we'd love to shine a spotlight on you and the important work that you do!

To be featured, please reach out on 9380 2005 or to digital@sydneyroad.com.au



BUSINESS FEATURES

- Cumbe in [The Age](#), [Broadsheet](#) and [The City Lane](#)
- Mediterranean Wholesalers in [WA Today](#)
- Brunswick Ballroom in [Beat](#) and [Beat](#)
- Brunswick Picture House in [Broadsheet](#) and [Sydney Morning Herald](#)
- Da Bepi in [Sydney Morning Herald](#)
- Luther's Scoops in [Time Out](#)
- Raas Indian in [Urban List](#) and [The City Lane](#)
- Mercadito in [Broadsheet](#)
- Fluffy Torpedo in [Sydney Morning Herald](#)
- Luther's Scoops, Tiba's Lebanese Restaurant and Brunswick Picture House in [Broadsheet](#)
- Stay Gold in [Beat](#)
- Brunswick Ballroom in [Beat](#)
- Mary Eats Cake in [Melbourn](#)
- Goodbyes and Zinc in [Concrete Playground](#)

Links available in email version of newsletter

TIPS: MAKE THE MOST OF THE STREET PARTY

BEFORE

1. Do your planning early
2. Order in extra stock well ahead of time if needed
3. Review learnings from previous years
4. Advise customers of your plans on the day
5. Promote the street party in store with a poster
6. Organise extra staff if needed
7. Set your intention and goals for the day
8. Organise an extra battery for phone/s and portable EFTPOS and devices

ON THE DAY

1. Be proactive say hello or start the conversation with passers by
2. Have cash on hand for cash sales (don't leave in your store the night before)
3. Ask cash or card – let people know you are taking cash.
4. Take an Esky with cold water
5. Wear uniforms/ have strong branding
6. Set up in old clothes then change
7. Set up early particularly if you are a food vendor so that you are ready for the food inspection (food stallholders only)
8. Be prepared for windy weather – string, weights to stop things blowing away
9. If you have a stall, get to know the stallholders next to you and offer to look after their stall if needed
10. Support local food vendors and each other
11. Set targets for each hour – e.g. number of followers, interactions, sales
12. Take sun protection
13. Measure your activity/outcomes e.g. sales, interactions, leads etc.
14. Take photos

AFTER

1. Review and evaluate the day. What worked, what didn't. Capture ideas for next year
2. Share pics on socials, create FOMO (Fear Of Missing Out)
3. Ask all new customers How they heard about you? and if they went to the Street Party? Capture this data.



SYDNEY ROAD STREET PARTY

The Sydney Road Brunswick Association is preparing for another big day at the Sydney Road Street Party, and will be participating in the event with the following:

2 Stalls within the event (at either end), where SRBA will be:

- Selling Sydney Road Brunswick precinct branded shirts and other merchandise,
- Giving away a select number of tote bags in exchange for email subscriptions to the precinct's consumer mailing list,
- Promoting the precinct's suite of guides and the destination generally; and,
- Giving away over one hundred \$25 vouchers to businesses that sit outside the event area - ensuring that the entire precinct benefits from the single day event that sees over 40,000 attend.

2026 EATING & VENUE GUIDE

Every year the Association goes through a complete update of the precinct's Eating and Venue Guide, as per the other guides, and we thank all the relevant businesses for their time in ensuring that we have the most up to date information before going to print. This guide is the biggest, with over 150 places within the Sydney Road Brunswick Precinct to eat, drink or enjoy entertainment.

This guide is launched at the Sydney Road Street Party, taking place on Sunday 1 March, and is supported by advertising and sponsorship deliverables within and around the Brunswick Music Festival.

We look forward to receiving the 2026 guide back from the printers, launching it officially and distributing it to the street and through the Association's many avenues.

MELBOURNE WEDDING & BRIDE EXPO

On Sunday 11 January the Association showcased the Sydney Road Brunswick Bridal Precinct at the 2026 Melbourne Wedding and Bride Expo, held at Melbourne Showgrounds.

2,450 attended over the course of the day, with the first 150 attendees treated to a promotional bag, which included the Sydney Road Brunswick precinct's new 2026 Sydney Road Brunswick precinct Bridal and Wedding Guide.

We used the expo to launch the guide, distributing an additional 450+ copies to attendees we were able to engage with.

In collaboration with businesses who contributed a special offer, SRBA designed an exclusive email and competition that incentivised over 85 sign-ups to the precinct's customer email list over the course of the day. The email garnered 34 (40.5%) opens after its distribution on Tuesday 13 January.



NEW BUSINESSES (past 12 months)

DADDYS RECIPE NEPALESE CUISINE & CATERING @59

Daddys Recipe Nepalese Cuisine & Catering bring authentic Nepalese flavours to life in Melbourne with heart, heritage and bold taste. Inspired by cherished family recipes and paying tribute to their late father. They serve handmade (no short cuts) juicy MOMO (Nepalese dumplings), rich curries using housemade spice (no chilli/ curry powder), vibrant (stirfry/ soupy) noodle dishes crafted with fresh local ingredients. They have a wide variety of vegan, vegetarian and gluten free options. Serving soul-satisfying meals and memorable cultural flair at every gathering.

BEAUTY GENESIS @90-106 (BARKLY SQUARE)

Established in 2018 and with over 30 stores across Victoria, the team at Beauty Genesis have an inclusive mindset which welcomes and embraces diversity.

Their ultimate goal is to make every client feel safe, valued and appreciated while also celebrating their individualism. Self-expression is, at its core, the action of expressing yourself through creative activities. Beauty Genesis will be the answer to all your manicure, pedicure, and general beauty needs.

CURIOSITIES BY THE JACOB MILLER SHOW @327

Curiosities curated by The Jacob Miller Show is a theatrical, maximalist retail experience on Sydney Road, Brunswick, celebrating creativity, sustainability and self-expression. Blending vintage fashion, found objects, art, giftware and unexpected treasures, the store invites customers into a playful world where reuse meets storytelling.

Founded by retail creative Jacob Miller CF, Curiosities is built on community, inclusivity, and joyful discovery - a space where shopping feels like dress-ups, memories, and magic all at once. The Gently Loved: curated, curious and completely you!

THE HEAVEN LOUNGE @550

Step into The Heaven Lounge - Spa & Coffee, where wellness meets indulgence. They're the first in the Brunswick area to offer a head-nourishing shampoo spa experience, paired with expert natural massage therapy.

Immerse yourself in their tranquil haven, sip on aromatic coffee or nutrient-rich drinks, and let their professional treatments restore balance to your body and mind. From calming massages to rejuvenating facials, head and full-body detox rituals, every visit is designed to leave you refreshed, radiant, and renewed.

THRIFTER @608

Thrifter is a circular fashion community business redefining the way people buy and sell second-hand clothing. With multiple shop fronts across Australia and a growing community, Thrifter empowers everyday sellers to turn pre-loved pieces into profit while keeping quality fashion out of landfill.

Built on sustainability, accessibility, and connection, Thrifter on Sydney Road in Brunswick makes second-hand feel exciting and easy, where sellers receive 100% of their profits.

LIQUOR & LARDER @712

Liquor & Larder covers the essentials and the unexpected. From a full range of wine, beer, cider, spirits and pre-mixes to easy snacks like chips, choc and ice-cream, you'll find everything from night-in staples to last-minute extras.

There's also a fun selection of Japanese snacks (hello Pocky and Japanese ice-cream!), soft drinks, greeting cards, and handy convenience items like sunscreen, Panadol, deodorant, baby wipes and more.

