



QUARTERLY BUSINESS CHECK-IN: BUSINESS IMPACTS FROM SHIFTS IN ECONOMIC ACTIVITY

The Association has heard from businesses recently that consumer spending may be down in the area, and in particular how fuel costs, and the recent rate rise, may be impacting consumer confidence.

The Association wants to capture this information from you, and has launched its next quarterly business check-in (separate to the Annual Business Survey found inside this newsletter) to gather data on how the last 3 months have performed for you, and to seek any comments that you may have about the current economic climate.

Your contributions, reflections and considerations on the last 3 months will be incredibly important to SRBA in gathering a stronger perspective of how January to March have played out for you.

Please scan the QR Code to provide your response by Friday 17 April 2026.

Next meeting: 13th April 6pm, Royal Stacks @1/800, RSVP essential

A NOTE FROM COM PRESIDENT: JULIE CINI OAM

The recent Sydney Road Street Party, delivered and managed by Merri-bek City Council, was a success in bringing together businesses, locals, and visitors in a way that truly showcased the energy and community spirit of the precinct. The atmosphere, the foot traffic, and the collaboration between traders all contributed to a memorable event that assisted in boosting trade and reinforced why our strip is such a special place to visit and work. A huge thank you to everyone who participated and supported the day.

Behind the scenes, we've also been focused on strengthening our Association, and I am pleased to share that we've expanded our Association Office team, with the addition of a new part time Administration Support person. This role will be instrumental in further enhancing the Association's communication, coordination, and ensuring we can continue to deliver and build on the initiatives that benefit all members efficiently and effectively. We look forward to introducing you to them in the coming weeks.

Advocacy remains a key priority. We've been actively engaging with our local federal representative to ensure the needs and challenges of our business community are heard. From community safety, to greening the Sydney Road Brunswick precinct, and local activations, we are committed to representing your interests and pushing for outcomes that help our strip thrive.

Perhaps most importantly, what continues to stand out is the way we support one another. Whether it's sharing resources, promoting each other's businesses, or simply checking in, that sense of camaraderie is what sets us apart. Success here isn't just individual—it's collective. When was the last time you checked in with your neighbour? Together, we're building something truly special, and it's great to be part of that movement.



WORKER TRANSPORT SURVEY

Lately the Association has been engaging more in conversations around its workers, how they are transporting to and from the precinct, and what that transport journey means in terms of restrictions or other considerations. Much of this conversation was started by ongoing feedback in regards to Business Permit Parking in the area as well as potential impacts of proposed concepts towards Council's Park Close to Home Project – taking place across from the Hope Street connection onto Sydney Road.

More recently, the Association has completed a survey of workers within the precinct, to catalogue and understand in a formal capacity, modes of transport in getting to and from work, and what that means for you. SRBA thanks you for participating. The data collected will be used continually throughout the year to inform our conversations and intentions.



INTERNATIONAL WOMEN'S DAY

Each year on March 8, International Women's Day invites us to celebrate the social, economic, cultural and political achievements of women, while also recognising the work still to be done toward gender equality. First marked in 1911, 2026 represents 115 years of collective action and progress.

In our precinct, we're proud to mark the day by shining a spotlight on the many female-led businesses that shape the Sydney Road Brunswick precinct – women who are creating, designing, healing, leading and building community every single day.

Help us celebrate the diverse, unique, talented, inspiring women in the Sydney Road Brunswick precinct (and beyond!)

Thank you to the following businesses for being involved in our IWD feature:

- Saba of Saba Jewellery
667 Sydney Road, Brunswick
- Jane of Embody Balance Acupuncture
1/171 Sydney Road, Brunswick
- Maddie of Still Good Recycled
513 Sydney Road, Brunswick
- Ellinor of Ellinor Mazza Jewellery
1 Sparta Place, Brunswick
- Quin of Love Affair
552 Sydney Road, Brunswick
- Carmel of Christina Rossi Melbourne
489 Sydney Road, Brunswick
- Kirsten of KJ Hair
2/650A Sydney Road, Brunswick
- Dora of A Touch of Beauty
158 Sydney Road, Brunswick



Read the full article via the QR Code.



BUSINESS FEATURES

- Brunswick Ballroom in [Beat](#)
- Brunswick Picture House in [Beat](#)
- Bergy Bandroom in [The Music](#)
- The Forager's Fork in [Urban List](#)

Links available in email version of newsletter.

ANNUAL BUSINESS SURVEY

Please see included in this Newsletter the Association's Annual Business Survey. This is an important opportunity for SRBA to understand how you are tracking since the previous year, understand opportunities and identify areas for improvement, not only as an Association, but also towards other elements in the area where SRBA can directly contribute, intervene or advocate.

Please have your responses ready for collection by Wednesday 8 April. If you'd prefer to complete a digital survey, please scan the QR code. The survey should only take around 5 minutes, but assists us greatly.



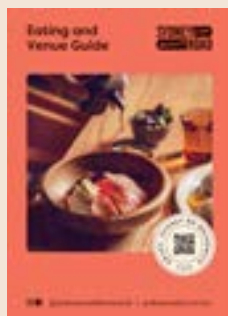
ANNUAL CUSTOMER SURVEY

The Association has started its annual Customer Survey of people who engage with the precinct and its businesses. This is an important task, completed every year, as it helps provide a strong understanding of who the Sydney Road Brunswick precinct customer is, their intentions in the area, and their thoughts or considerations.

This data is used by SRBA, and also provided to businesses in summary, so that we can continue to ensure the precinct remains relevant and engaging to its locals and visitors. The customer survey is open until 5pm, Friday 1 May and will be conducted throughout the entire precinct, at various times of day and days of the week.

LAUNCH OF THE EATING AND VENUE GUIDE

The latest Sydney Road Brunswick precinct Eating and Venue Guide was officially launched at the 2026 Sydney Road Street Party and is now delivered into many precinct businesses for customers to collect and enjoy.



This year's Guide features over 150 places to eat, drink or enjoy entertainment within the precinct, and continues to be one of the precinct's more popular Guides. To support the launch of the 2026 edition, advertising in Beat Magazine and Brunswick Voice was secured, along with inclusion in sponsored posts as part of the Brunswick Music Festival.

'I LOVE SYDNEY RD' SOCKS

The Association has purchased limited edition 'I Love Sydney Rd' socks for sale this coming winter, and we are inviting any businesses that want to purchase some at wholesale cost, to sell at their business, to reach out!

There will be limited quantities per wholesale request.

To request wholesale stock, please scan the QR code or contact the Association.

Pricing and quantity details will be confirmed soon.



MERRI-BEK NEIGHBOURHOOD POLICING FORUM

The Victoria Police Neighbourhood Policing Forum welcomes businesses and community members to talk with local police members about what is important in your community.

The forum will explore a range of topics including current crime trends and crime prevention, family violence, young people, drugs and drug related crime, road policing.

The forum will be run by a Victoria Police panel and questions will be taken from the audience throughout the event.

To attend this event, you must register online and present your ticket on arrival.

Thursday 23rd of April 2026, 6pm - 9pm

Merri-bek Civic Centre,
Bagung-bulok & Kulin-bulok rooms,
90 Bell St, Coburg VIC 3058

To attend, please register by sending your details to: merri-bek-lac-oic@police.vic.gov.au

To submit a question prior to the forum scan the QR.



STREET PARTY WRAP-UP

This year the Sydney Road Street Party attracted around 50-55,000 people over the course of the day, with the rain towards the end of the day turning into a positive with many venues and businesses reporting an increase on visitors to their businesses, escaping the rain.

The Association had two sites at the event, at either end, as well as roving voucher giveaways – promoting the entire precinct to those that attended. In summary, the Association sold over 900 units of merchandise, distributed over 2,100 brochures and gave away over 120 \$25 vouchers to businesses from the precinct, but outside the event area.

If you have any feedback from your experience at the event, we'd love to hear from you and pass it onto Council. You can still submit feedback via this QR.



NEW BUSINESSES (past 12 months)

BAND OF BARBERS @90-106

Band of Barbers, located in Barkly Square, is the ultimate haven for stylish gents. Their friendly and experienced team offer a wide variety of mens grooming, including haircuts and face shaves, as well as a great range of fashion accessories.

They will help keep every man looking their very best.

AMAL KEBAB & CRUST @236

Amal Kebab & Crust is a local Brunswick favourite, known for its fresh, flavour-packed kebabs and pizzas, quality ingredients, and friendly service.

The business combines traditional recipes with a modern touch, offering a diverse menu that caters to all tastes. From perfectly grilled meats to freshly baked pizzas, Amal Kebab & Crust is committed to consistency and value. With a strong focus on customer satisfaction, it continues to build a loyal community following.

ITALIANO'S FRESH PRODUCE @403-407

Family-run and proudly local, Italiano's Fresh is a valued part of the community, offering fresh high-quality produce sourced with care. Operated by a dedicated father and son team with beautiful staff members, the business blends tradition with a genuine passion for service.

The shop features a vibrant range of seasonal fruits and crisp vegetables, carefully selected for freshness and taste. With a strong commitment to quality, affordability, and supporting local growers, it is already building a loyal customer base.



CUMBE @551

Melbourne's coffee culture inspired Cumbé's founder to open a specialty café in Mexico City. Now Cumbé Brunswick brings it all back home. Located at 551 Sydney Road, it is where Mexican flavours meet the city that started it all.

Try the Torta de Chilaquiles, or pies and sausage rolls with fillings like Cochinita Pibil and Mole, all paired with specialty coffee. Open daily 8am to 2:30pm. Experience Mexico City flavours without leaving Brunswick. Follow them on social media (@cumbe.au), visit their website cumbe.com.au, or pop in and experience it for yourself.

STYLE & GROOM @664

Style & Groom Barber offer haircuts, shaves, and beard trims.

Other offerings include zero fades, skin fades, head shaves, razor shaves, clip offs, crew cuts, high school cuts, kid's cuts, men's hair colouring, and men's hair streaks.

NEETY DOES NAILS @L1/864

Neety Does Nails is a private, 1:1 nail studio, specialising in BIAB, Gel-X, and detailed custom nail art. Known for her art-led, detail-obsessed approach, Neety creates sets that range from minimal to full statement.

Appointments are intentionally slow and tailored, with a strong focus on nail health and long-lasting results. A calm, low-stimulation space offers a softer, more personal alternative to busy salons with reiki rituals soon to be available as an optional experience!

