

SYDNEY *E.1992*
Brunswick ROAD
ASSOCIATION



SHOP SYDNEY ROAD BRUNSWICK PRECINCT - REWARD PROGRAM

SRBA has been listening to recent business feedback regarding reduced spending and visitation to the Sydney Road Brunswick precinct – and has been working alongside the Committee to develop a shopper reward program, which will run for the month of August.

We encourage businesses to participate in the promotion of this program by displaying supplied posters in your windows, on your counters, and/or via your social media and digital marketing platforms.

Read on inside newsletter.

Next meeting: 11th May 6pm, SRBA Hub @454, RSVP essential

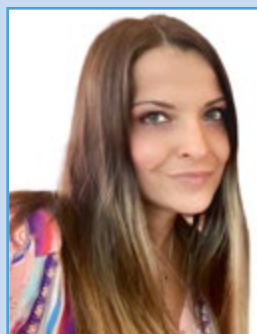
A NOTE FROM SRBA MANAGER: Troy Stuchbree

The Association has been listening to businesses feedback and thoughts about the ongoing economic uncertainty, and particularly how it has played out in the past couple of months. As you will see in this newsletter, we have been working to develop an exciting program that will look to not only incentivise and reward shoppers who already support the precinct, but also to introduce a component that encourages shoppers (locals and visitors) to shop and support the entirety of the Sydney Road Brunswick Precinct, and not just their usual places. We're excited to see this program run for the month of August.



SRBA truly values the feedback and insights that we receive from our businesses, and we thank all businesses that have been able to submit their completed Annual Business Survey so far. If you have yet to, now is the time. The survey is an important component to our planning and delivery for the precinct, as it informs marketing programs, business development and other initiatives that we deliver for you.

As you may remember from last month's newsletter, our Association has grown to include a new member of Staff, Katerina (or Katia) – who will be working with SRBA two days a week and supporting a lot of our administrative and event/activity delivery. Katia started with us after the Easter Long weekend and we're excited to welcome her to the Association and precinct. Katia has already started to meet businesses in the precinct, and she looks forward to meeting all of you, as soon as she can.



Looking ahead, the Business Association is starting to prepare for the next renewal process, which is something that we go through every 5 years since the organisation commenced in the early 1990's. This is an important time for the precinct, as we check in with our businesses and get your thoughts on what has been delivered in the last 5 years, as well as get your thoughts on the next 5 years. As we start to communicate more about this in the coming year, you will notice that we refer to a "Special Charge Scheme" (which is the classification of the funding/operating model we have operated under for the past 30+ years), as well as key words such as "Proposed Special Charge Scheme 2028 – 2033" and "Notice of Intention to Declare a Special Charge Scheme" – these definitions refer to our existing operating model, and the process of renewing its contract to operate. This process involves Merri-bek City Council, and businesses will see communications about this from them as well as from us. Rest assured that this is not a new arrangement, rather the continuation of an existing model that funds all the initiatives that we deliver for you and the overall Sydney Road Brunswick precinct.

New for this time around, we are looking to grow our business inclusion within the Sydney Road Brunswick

precinct, to include your business neighbours that operate just off Sydney Road in Brunswick – particularly those that operate between Sydney Road and the Upfield Train Line in Brunswick.

Further to the above, the Business Association entity is exploring the feasibility of supporting a second brand and shopping strip within Brunswick. These explorations are taking place with the approval of the Sydney Road Brunswick precinct's Committee of Management, and do not impact the existing level of commitment or delivery to the Sydney Road Brunswick precinct.

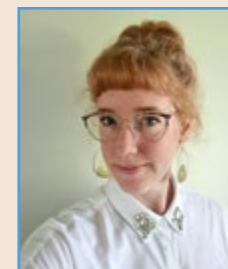
We look forward to updating you on this over the next 12 months.

Lastly, I'd like to take this opportunity to welcome a new Committee Member for the Sydney Road Brunswick precinct, Lhasa Doyle! Lhasa, along with Yomi, run Snafu Design at 2/337 Sydney Road Brunswick. Snafu have been operating on Sydney Road since 2020, with a curated selection of homeware gifts, plants and their custom jewellery.



INSTAGRAM UPDATE

You might have noticed that Meta has replaced *Impressions* with *Views*, across organic content insights. With this, the way views are counted has shifted – so you might have been seeing a difference in the results of your content.



Now, a *view* will only be counted if someone actually watches your post in their feed or taps on it from your profile or the Explore feed. Previously, a *view* was counted whenever your content was seen at all.

So, a view is now counted when someone:

- Opens your post
- Watches your reel
- Swipes through your carousel post

It's worth noting that if a user swipes through all slides in a carousel post, you could receive multiple views from one user.

The algorithm for Instagram is increasingly prioritising attention and engagement, not just visibility.

Key takeaway: Create content people want to watch, swipe through, save, and share.

BUSINESS FEATURES

- Everyday Hair Salon in [Concrete Playground](#)
- Mary Eats Cake in [Melbourn](#)
- Simply Mike's in [Urban List](#)
- Record Paradise in [Beat](#)
- Simply Mike's in [Broadsheet](#)

Links available in email version of newsletter.

REWARD PROGRAM CONTINUED...

SRBA is excited about this program, as it will have two components:

Firstly, it will aim to incentivise and reward shoppers who may already support the precinct, with a weekly \$50 voucher competition draw, for customers who submit their shopping receipts of \$20 or more (with multiple entries of separate valid transactions increasing chances of winning in a random draw). This will run over the four weeks of August.

Secondly, the Association will be coordinating a local resident mailout to Brunswick, Brunswick East and Brunswick West, encouraging residents (primarily) and visitors (secondly) to shop across the entire precinct within the month of August, and go into the draw to win a \$500 voucher to precinct business(es) of their choosing. This program, being called a Precinct Passport, encourages customers to shop at 6 separate businesses for the month of August (with a spend of \$20 or more at each shop), with a key requirement of this program being that 4 of those valid transactions must be within each of the 4 sections of the overall precinct.

MARKETING PLAN AND BUDGET

The Association is currently working on the annual Marketing Plan and Budget, which is created on an annual basis, responding not only to the 5 Year Business Plan for SRBA, but also to the ongoing developments and changes from within both the Precinct and external factors (such as changes in the economy).

Following on from the successful introduction of a Digital Marketing Plan last year, this will also continue to be a considered plan and approach for the coming year – ensuring our platforms remain relevant and engaging.

These plans, and their corresponding budgets, will be finalised in May in preparation for their rollout commencing 1 July.



'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.



BIN WRAPS

Applying branded wraps to Council-owned bins along the precinct is a simple, effective way to create a stronger sense of arrival and identity for the precinct. With over 30 bins available, this initiative helps unify the strip for both businesses and visitors.

This year, the Association will transition from corflute wraps to durable decal applications, which are easier to clean, more resistant to graffiti, and have a longer lifespan.

The new design focuses on a timeless, visually engaging style using expanded precinct iconography, with each bin side representing key business sectors through colour and layered icon collages.

We look forward to the application to the bins in the precinct in the coming weeks.



UPCOMING EVENTS

AUGUST WINTER ACTIVATIONS

Winter continues to be a slower visitation period for the precinct, with the cooler months impacting incentive to interact outdoors and within the precinct. In August, SRBA is looking to create an overarching promotional campaign for all the things people can see, taste, experience or shop within the precinct, for the month of August.

This overarching campaign will also include SRBA organised events and activities within the precinct, as well as promote other key events and activities organised by others within the precinct. With planning just commenced, SRBA is looking to host a winter themed food tour, a night time historical tour on a specific and appropriate theme, and two free outdoor events – over the four weeks of August.

Stay tuned, more information will be announced as it is confirmed.

UPCOMING FOOD TOUR WITH BRUNSWICK KITCHEN

Recently SRBA has commenced conversations with Tracey from the Brunswick Kitchen, to deliver the precinct's next food tour experience. It's been a few years since our last food tour experience, and we are excited to introduce this next chapter of these tours, to uncover and introduce the dynamic and incredibly diverse food and drink experiences that can be had within the precinct.

The first of these tours will be delivered in June, with the intention being that these become a regular fixture, focusing on different sections, food and drink experiences.



NEW BUSINESSES (past 12 months)

SNOW MONKEY RAMEN @90-106

Snow Monkey Ramen, located in Barkly Square, Brunswick, brings authentic Japanese ramen to the local community in a relaxed, modern setting. With an established presence in Melbourne CBD and South Yarra, it is now serving Brunswick with rich broths, fresh noodles and warm hospitality. Known for its top-selling Tonkatsu Ramen, signature Lobster Ramen and Snow Monkey Sparkling Sake, the restaurant offers a memorable dine-in and takeaway experience for locals, visitors and ramen lovers alike.

HARLOW GALLERY @355

Harlow Gallery is a contemporary exhibition space in Brunswick supporting emerging, mid-career, and established artists. Located on Sydney Road, they present a dynamic program of rotating exhibitions featuring paintings, sculpture, photography, and mixed media.

Alongside its exhibition program they offer in-house framing services, working closely with artists and collectors to ensure artworks are professionally finished and ready for display within domestic and professional settings. Harlow Gallery brings together artists, collectors, and locals to celebrate creative expression and meaningful artistic exchange. Image credit @the_bluhand

DA BEPI @391

Da Bepi is a new Venetian-style wine bar, founded by local brothers Matthew and Anthony Lucato. Named after their grandfather, it celebrates family, community, and northern Italian traditions.

Set in a former bank, the venue features a curated wine list, small plates (cicchetti), and hearty classics. With vinyl, DJs, and community events, Da Bepi blends food, wine, and culture - offering a warm, welcoming space inspired by the spirit of Veneto.

ANASTASIA MANNIX @650A

Anastasia Mannix Jewellery creates luxurious, handcrafted pieces in their Brunswick studio, using ethically sourced and recycled materials. Embracing a slow-made approach, they specialise in bespoke engagement and wedding rings, offering one-on-one consultations to design meaningful, lasting pieces.

Clients are guided through every step, with a selection of diamonds, lab-grown stones, sapphires and rubies. They also remodel heirloom jewellery, melting down old gold to create new rings, earrings, necklaces and bracelets with renewed sentimental value.

MELBOURNE BRIDAL & DEBUTANTE @445

Melbourne Bridal & Debutante brings together decades of experience, some of Australia's most iconic bridal brands, and one of the finest selections of debutante gowns in the country. Their carefully curated collection showcases the latest Australian bridal designs, combining sophisticated styling with timeless elegance. They pride themselves on offering an intimate and personalised service. Their dedicated team will guide you every step of the way, ensuring your experience is truly unforgettable.

ZAUQ SHAUQ @873

Zauq Shauq brings the bold, authentic flavours of Pakistan to your table. Specialising in hand-slaughtered charcoal chicken, their menu showcases traditional favourites like smoky sajji, tender Bihari kebabs, and fragrant biryani. Every dish is prepared with care, delivering rich spices and true street-style taste.

Whether you're dining in for a vibrant experience or grabbing a quick takeaway, Zauq Shauq offers a satisfying and memorable meal every time.

