

SYDNEY *E.1992*
Brunswick **ROAD**
ASSOCIATION



Associate Membership



The Sydney Road Brunswick Association (SRBA) was established in 1992 to support the overall growth and development of the Sydney Road Brunswick precinct.

Celebrating over 30 years of incorporation, SRBA is led by a Committee of Management made up of stakeholders from within the Sydney Road Brunswick precinct.

Vision

The Sydney Road Brunswick precinct is the destination of choice for locals and visitors who want to explore the unique and authentic experience of multicultural Melbourne.

Mission

Our mission is to represent our Traders on areas of most value to their business, and to work with our partners in positioning the Sydney Road Brunswick precinct into a thriving shopping strip which is of benefit to the whole community.

Purpose

The purposes of the Association are:

- To represent and support all businesses in the Special Charge boundary, including Associate Member businesses within the secondary boundary.
- To engage in promotional and marketing activities for the continued success and economic viability of the Sydney Road Brunswick precinct.
- To introduce and deliver programs that foster the professional development of businesses in the Sydney Road Brunswick precinct.

Associate Membership Enquiries

For all enquiries regarding Associate Membership with the Sydney Road Brunswick Association, for the Sydney Road Brunswick precinct, please contact:

Troy Stuchbree
Association Manager
manager@sydneyroad.com.au
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Businesses within the Sydney Road Brunswick precinct have the benefit of participating in SRBA’s marketing and promotions, business development and upskilling opportunities, tourism and destination marketing, and importantly – contribute towards the overall views, perspectives and understandings that inform integral advocacy work completed for the business community and precinct.

To support all businesses and the overall precinct, the Association delivers a comprehensive annual calendar of marketing and promotions; business development and innovation opportunities; events and activations; and advocacy.

SRBA creates both targeted (business category specific) as well as general marketing, promotions, and support, to ensure that all facets of the business community are catered to. Additionally, the Association creates several consumer orientated experiences and initiatives to continually build on people’s support towards, and familiarity with, the Sydney Road Brunswick precinct. This is targeted both to the precinct’s local community, as well as visitor economy. The program of activity and events includes:

Marketing and Promotions

Including annual business promotion brochures, video production and photography, digital marketing, consumer news articles, out of home and print advertising, as well as radio.

Events and Consumer Programs

SRBA deliver a program of events and consumer activities, to remain engaged with both locals and visitors to the area – continually reinforcing the Sydney Road Brunswick precinct’s brand and point of difference.

Precinct Merchandise

The Association has developed a consumer brand that locals, followers and visitors resonate with, and support. This also extends to merchandise that the Association develops to promote brand awareness for the precinct, and to provide both practical and gift orientated outcomes.

Business Development

Throughout the year, SRBA engage professional service providers and business development coaches to deliver opportunities tailored for the precinct’s business community. These opportunities take the form of workshops and training sessions, as well as one-on-one developmental programs.

Advocacy

One of the key factors of the Association is advocacy, both for the businesses under its umbrella as well as the precinct more broadly.

As a collective representation, SRBA engages with Council, State Government and other authoritative bodies on matters of importance and priority, that may impact the economic sustainability and precinct visit-ability.

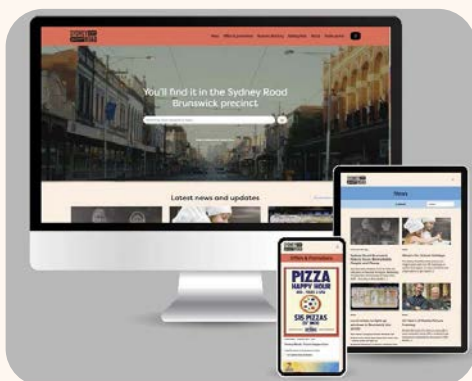
Place

It’s important that the place where the Sydney Road Brunswick precinct resides is the best it can be, especially as Sydney Road itself is the municipality’s premier commercial corridor. SRBA continually engages with Council, and other bodies responsible for the infrastructure, to ensure they are maintained and to the best they can be.

What’s included in your Associate Membership?

Associate Membership includes a range of activities and benefits that are designed to support businesses in marketing and promotions, discovery within the precinct, and importantly – collective advocacy on issues and opportunities that are important to not only the day to day operating, but the long term economic sustainability of the area. **All for just an annual fee of \$260 plus GST. See following pages for inclusions.**

Benefits Schedule	General Retail	Food, Drink & Entertainment	Professional & Health Services	Wedding & Events
Membership and Association Office Support				
Access to Membership				
This comes with the purchase of Associate Membership.	Y	Y	Y	Y
Direct Support from Association				
Members are able to connect with the Association staff to ask for assistance or advice in relation to their business premise, marketing and/or promotions.	Y	Y	Y	Y
Included in Newsletter Distribution				
Monthly business newsletters are distributed to members which include updates on opportunities within the precinct, as well as include marketing, grants, upskilling and advice on current issues or opportunities.	Y	Y	Y	Y
Earned or Paid Advertising or Editorial				
Inclusion in Pitches & Stories				
The Association works on a calendar of activities and initiatives, which include pitching the precinct and its businesses in various channels – focusing primarily on local media outlets. Inclusion in these is coordinated by the Association and takes place on an adhoc basis.	Y	Y	Y	Y
Inclusion in Paid Advertising				
The Association works on a calendar of activities and initiatives, which also includes advertising. These are done on a quarterly basis and focus on the precinct's overall value and offering. Inclusion in these is coordinated by the Association and takes place on an adhoc basis.	Y	Y	Y	Y



Benefits Schedule	General Retail	Food, Drink & Entertainment	Professional & Health Services	Wedding & Events
Precinct Owned Digital and Online Benefits				
<p>Social Media Programming</p> <p>The Association coordinates a year-round calendar of business involvement across the Sydney Road Brunswick precinct's social media channels, including Facebook, Instagram, TikTok and YouTube, with a combined following of over 31,000 across all platforms.</p>	Y <i>coordinated by SRBA and balanced against all represented businesses</i>	Y <i>coordinated by SRBA and balanced against all represented businesses</i>	Y <i>coordinated by SRBA and balanced against all represented businesses</i>	Y <i>coordinated by SRBA and balanced against all represented businesses</i>
<p>Business Listing on sydneyroad.com.au</p> <p>Businesses enjoy a business listing on sydneyroad.com.au, the precinct's central visitation and tourism website, where customer centric information can be listed and key business information and images, displayed. The website attracts on average over 13,000 visitors, per month.</p>	Y	Y	Y	Y
<p>Access to promote on Offers and Promotions Page on sydneyroad.com.au</p> <p>Businesses are able to promote any offers or promotions that they have on the websites dedicated Offers and Promotions page, which uniquely link back to business listings so that customers can connect directly with you, in person or online. The Offers and Promotions page attracts an average of 400+ visits per month.</p>	Y	Y	Y	Y
<p>Inclusion in News Articles</p> <p>Businesses have the opportunity to contribute to, or submit for consideration, content and suggestions for sydneyroad.com.au's News page, where updates from the precinct are available to consumers.</p>	Y	Y	Y	Y
<p>Promotion in Consumer EDM</p> <p>The precinct has a dedicated consumer EDM (email) that is sent out on a bi-monthly basis to local residents and lovers of the destination. These emails include business promotions, links to events and activities, feature articles and more. These emails go out to a database of over 7,000 contacts and inclusion in these emails is coordinated by the Association.</p>	Y	Y	Y	Y
<p>Access to Business EDM</p> <p>The precinct has a dedicated business EDM (email) that is sent out on a regular basis to members, which includes a digital version of the monthly precinct business newsletter, as well as links to other initiatives and updates. Businesses are communicated to via these emails at least twice per month.</p>	Y	Y	Y	Y
<p>Access to Sydney Road Traders Facebook Group</p> <p>Community is at the heart of the Sydney Road Brunswick precinct, and the businesses Facebook Group (named Sydney Road Traders) provides the business community with an opportunity to connect with one another in a more informal capacity, ask questions or engage with posts.</p>	Y	Y	Y	Y

Benefits Schedule	General Retail	Food, Drink & Entertainment	Professional & Health Services	Wedding & Events
Printed Annual Guides and Collateral				
<p>Eating and Venue Guide</p> <p>The Association prints and distributes the Sydney Road Brunswick precinct's Eating and Venue Guide – which includes over 150 places to eat, drink or enjoy entertainment within the precinct. Businesses that fall within the definition of Food, Drink and Entertainment are eligible to be included in this Guide, which has a distribution of 10,000 copies per year.</p>		Y		
<p>Secondhand and Vintage Guide</p> <p>The Association prints and distributes the Sydney Road Brunswick precinct's Secondhand and Vintage Guide – which includes retail businesses that sell vintage, secondhand products, as well as businesses that are either small maker orientated, or align with the consumer intention of this Guide, which has a distribution of 7,000 copies per year.</p>	Y <i>(criteria depending)</i>			
<p>Professional and Health Services Guide</p> <p>The Association prints and distributes the Sydney Road Brunswick precinct's Professional and Health Service's Guide – which includes businesses that services under financing, alterations, automotive, communications and tech, community services, health, wellness and more. This Guide has a distribution of 7,000 copies per year.</p>			Y	
<p>Bridal and Wedding Guide</p> <p>The Association prints and distributes the Sydney Road Brunswick precinct's Bridal and Wedding Guide to promote the 100+ businesses that deliver to the destinations comprehensive wedding offering. The precinct's establishment as a wedding destination started in the 1980's and continues to be a must visit area for couples all over Victoria. This Guide has a distribution of 7,000 copies per year.</p>				Y



Benefits Schedule	General Retail	Food, Drink & Entertainment	Professional & Health Services	Wedding & Events
Business Development and Business Reach Programs				
<p>Business Networking Events</p> <p>Remaining connected with the local business community within the Sydney Road Brunswick precinct is important, and the Association runs quarterly networking events for businesses. Free to attend by members, the events are catered and provide informal networking as well as opportunity for collaboration.</p>	Y	Y	Y	Y
<p>Professional Development and Information Opportunities</p> <p>The economic environment is ever changing and evolving, and the Association delivers two free professional development or information opportunities per financial year (at a minimum), to provide members with the ability to remain engaged with various topics, including but not limited to: leasing; operational costs and supply chains; uncertain economic environments, customer attraction and marketing; safety and security; growing, or expanding your business.</p>	Y	Y	Y	Y
<p>Reach Extension Programs (residential welcome bags and external events etc)</p> <p>The precinct relies not only on the local residential community, but also the visitor economy. The Association understands this and works with local and external stakeholders to extend the reach of the precinct – with focus on the burgeoning medium and high density living developments, university’s and other institutions both local and further afield. Participation in these activities is free for members and coordinated by the Association.</p>	Y	Y	Y	Y



Benefits Schedule	General Retail	Food, Drink & Entertainment	Professional & Health Services	Wedding & Events
Placemaking, Physical Realm and Public Infrastructure Support				
<p>Direct support for businesses looking for assistance in this area</p> <p>The Sydney Road Brunswick precinct is a unique destination with it's visitors and customer attraction being not just the local residential community, but also a strong cohort of visitors from further afield. As such, the public realm and infrastructure demands are varied. The Association can provide some assistance to Associate Member businesses who are looking to advance their immediate public domain. Assistance centres around introductions, inquires or inclusion in broader precinct advocacy items, where able.</p>	Y (where able)	Y (where able)	Y (where able)	Y (where able)
<p>Broad support for businesses in this capacity</p> <p>The Association can provide broad support and linking into advocacy items under the umbrella of placemaking and public infrastructure.</p>	Y	Y	Y	Y
<p>Graffiti Removal Works</p> <p>The Sydney Road Brunswick precinct continues to see graffiti impacting businesses and the public realm. The Association does carry out graffiti removal works on an ongoing basis, triaging instances based on severity and location. Whilst the Association may not always be able to arrange (and fund) removal works, it can provide impacted businesses with a free Graffiti Removal Kit – which are made available by Merri-bek City Council. Additionally, businesses can request paint vouchers through Council also.</p>	Y (where able)	Y (where able)	Y (where able)	Y (where able)
<p>Mural and Largescale Beautification</p> <p>The Association funds mural and like-minded precinct beautification activities which Associate Members (or their location within the precinct) may have access to, or be able to be involved in.</p>	Y (where able)	Y (where able)	Y (where able)	Y (where able)
<p>Precinct Bin Wraps</p> <p>The Association funds branded bin wraps that provide the overall destination of the Sydney Road Brunswick precinct with a visual identity and sense of welcome to locals and visitors alike. Whilst primarily located along Sydney Road, the broader precinct is eligible to have a bin wrap installed in their area, which is then maintained by SRBA.</p>	Y (where able)	Y (where able)	Y (where able)	Y (where able)



Benefits Schedule	General Retail	Food, Drink & Entertainment	Professional & Health Services	Wedding & Events
Advocacy on Collective Business Issues and Outlined Priorities				
<p>Direct support for businesses looking for assistance in this area</p> <p>The Association continually engages in a number of advocacy topics that both directly and indirectly impact the Sydney Road Brunswick precinct, direct support towards businesses under unique circumstances or opportunities can be provided, or inquires and introductions, where able.</p>	Y (where able)	Y (where able)	Y (where able)	Y (where able)
<p>Broad support for businesses in this capacity</p> <p>The Association continually engages in a number of advocacy topics that both directly and indirectly impact the Sydney Road Brunswick precinct, broad support towards businesses under collectively identified issues or opportunities is provided to the area.</p>	Y	Y	Y	Y
Direct Business Support on Individual Issues or Concerns				
<p>Access to Association Staff and Committee Resources for support and guidance on individual and direct business issues.</p> <p>Member businesses have access to Association staff and the organisation's Committee of Management when needing direct support on individual or direct business issues.</p>	Y	Y	Y	Y

Please note that Associate Members are not eligible to become Committee Members and are unable to have Voting Rights with the Association.

Enjoy Associate Membership with the Sydney Road Brunswick Association and benefit from the collective marketing, promotion, business support and advocacy - for just \$260 plus GST.

Scan the QR code, or follow the link, to provide the Sydney Road Brunswick Association with all the necessary information. Membership, and access to benefits, commences once confirmation of your invoice payment is received.

Businesses should be prepared to provide:

- Public business information and marketing assets (such as images and logo)
- Private contact information for up to two persons who will be associated with your business's Associate Membership
- Approval to pay the annual fee of \$260 plus GST, which covers your business for twelve months, until up for renewal.



or visit the following web address
bit.ly/SRBA-Associate-Membership-Form



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www.sydneyroad.com.au