

NEWSLETTER - JUNE 2026

SYDNEY *E.1992*
Brunswick ROAD
ASSOCIATION



I LOVE SYDNEY RD SOCKS - NOW FOR SALE!

Winter is here, and so are these LIMITED EDITION 'I Love Sydney Road' socks!

Bright pink, comfortable and seriously cool, these limited edition socks will add a little Sydney Road style to your winter wardrobe.



Designed to be equal parts cosy and eye-catching, the 'I Love Sydney Road' socks are perfect for gifting, collecting, or proudly wearing around the precinct.

Available to purchase now, but only while stocks last.

Want a pair? Pop into the Sydney Road Brunswick Association Hub at 454 Sydney Road Brunswick, and grab yours before they disappear.

There is still limited availability for wholesale orders - if any businesses are interested. Call SRBA on 9380 2005 for more information.

Next meeting: 9th June 6pm, SRBA Hub @454, RSVP essential

WWW.SYDNEYROAD.COM.AU SYDNEYROADBRUNSWICK  #SYDNEYROADBRUNSWICK 
454 Sydney Road, Brunswick, VIC | Ph: 9380 2005 | info@sydneyroad.com.au

A NOTE FROM COM MEMBER: Lhasa Doyle

Snafu Design, co-owned by my sister Yomi, is a curated gift shop of jewellery, homewares, accessories and plants. We have our own jewellery along with a sprinkle of more established brands, and because we love supporting handmade - a large selection of local and interstate makers.

We opened Snafu Design on Sydney Road after the lockdown was lifted at the end of 2020. It was a bittersweet decision for us as we had just completed our first successful year in Melbourne Central, but taking risks is something we are comfortable doing (and as local Brunswick residents) it was a no brainer for us to move to Sydney Road.

We love the community that we live and work in, and joining the Committee of Management has been a lovely way to connect with other business owners and to see firsthand the difference a Business Association can make. A recent example being the Council's proposal to make the Sydney Road Street Party be every two years, which with advocacy from the Association and other key stakeholders, the final decision has successfully been deferred until September this year - citing a greater need to consult. Although not yet finalised, it is great to see the Committee in action - where it listens and responds to the businesses it represents.

In the 6 years we have been trading we have seen a lot of change along the street and overall we feel that it is thriving. From our space in retail, we are happy to be among a growing number of businesses to add to the already established food, entertainment, essential services and bridal sectors. Although the climate is tough at the moment, we are seeing that people are really wanting to support local and that's so encouraging.



MARKETING FOR THE NEXT 12 MONTHS (KEY ITEMS)

The Association has been finalising the marketing and promotions for the next twelve months, and we want to share some of the highlights of the new activities and initiatives that will take place over the next period, being:

- Introduction of Newbie Networking, designed for new businesses and business owners to the precinct
- Introduction of direct advertising opportunities towards Brunswick Voice
- Inclusion of funds to deliver a Ramadan event
- Inclusion of funds to encourage visitation and spend within the precinct, during the month of August
- Inclusion of funds for a Sydney Road Brunswick precinct own wedding and bridal event

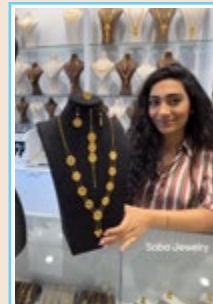
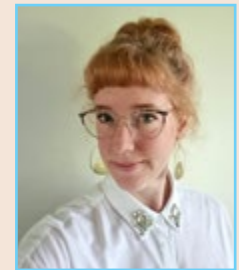


SPECIAL DAY FEATURES

Does your business celebrate a special day every year? The Digital Marketing Plan tracks days of note throughout the year, and where possible looks to feature businesses involved in those special days.

If you have a special day of note that your business celebrates, reach out! We'd love to feature your business.

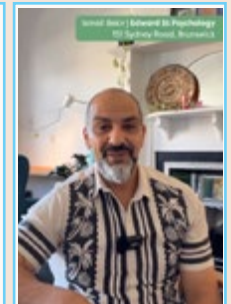
Please see below recent features on our channels for special days:



Saba Jewellery featured with 7 other female-led businesses for International Women's Day



Dr Seham Mostafa Clinic featured with one other medical professional business for National Doctor's Day



Edward St Psychology featured with 5 other mental health professional businesses for International Day of Happiness

If it is not possible to include it on our social media channels at that time due to scheduling reasons, there is also now the new Offers and Promotions page on sydneyroad.com.au. This page can include offers and promotions relating to your business (including special days). Adding an offer or promotion to this page will also automatically add it to your business listing on the website.

If you haven't already, we encourage you to check it out! The page is updated regularly, and is the fourth most visited page on the website, every month:

sydneyroad.com.au/offers-and-promotions

If you'd like to submit an offer or promotion to feature on the page, scan the qr code or <https://bit.ly/OffersPromosPage>



BUSINESS FEATURES

- Mercadito in [The Age](#) and [Brisbane Times](#)
- Brunswick Picture House in [The Scoop](#)
- Snow Monkey Ramen in [Melbourne List](#)
- Welcome to Brunswick in [Melbourn](#)
- Brunswick Ballroom in [Arts Review](#)
- Mary Eats Cake in [Time Out](#)
- The Foragers Fork in [Sydney Morning Herald](#) and [The Age](#)

Links available in email version of newsletter.

DIGITAL MARKETING PLAN 2026-27

The digital marketing plan was created last financial year, to align with the Association's overall business strategy to promote the businesses and precinct as a unique destination for retail, food, entertainment, bridal, professional and health services.

The 2026-27 Digital Marketing Plan has had the status of SRBA's digital channels, competitor analysis and SWOT analysis by channel, brought up to date to reflect their current stats and position.

Additionally,

- Provisions for Associate Members has been included
- Google Ads has been removed following an extensive review of spend and benefit, measured across our other outlets and outcomes.
- The Ambassador Program Plan has now been incorporated into the Digital Marketing plan,
- along with continued spend for online competitions throughout the financial year.

If you have any questions about the 2026-27 Digital Marketing Plan, please feel free to reach out to Veronica on 9380 2005 or email digital@sydneyroad.com.au

BUSINESS SURVEY OUTCOMES, OVERVIEW

SRBA thanks businesses for their participation in the recent Annual Business Survey that was completed over the April period. At its close, the survey received 115 responses from businesses, with a selection viewable via the below QR code, or by visiting bit.ly/sydrbrun-businesssurvey

A key takeaway from the responses, and supporting what the Association has been hearing from businesses outside of this, is that there is a noticeable shift in confidence. This is playing out from a drop in customers, patronage and spend – a situation felt equally across a lot of businesses.

Additionally, in response to the areas where businesses are feeling they need support, SRBA has noted that the following were marked as key components: Uncertain Economic Conditions; Operational and Overhead Costs; Safety and Security; Foot Traffic and Customer Attraction; and, Commercial Lease and Rent.

SRBA will work to deliver workshops or presentations on these topics over the coming year. Please keep an eye out. Our next session will be on Business Banking, Fraud and Scams – supporting the call for more support towards safety, security and operational costs.



CONSUMER SURVEY OUTCOMES, OVERVIEW

SRBA also recently completed the annual customer survey, and we invite businesses to scan the QR code below to view the full results, or visit

bit.ly/sydrbrun-consumersurvey

These results will be helpful to businesses in understanding who the Sydney Road Brunswick precinct shopper is, and their intentions whilst they are here.



ADVOCACY UPDATES (STREET PARTY, LOCAL LAWS REVIEW, TRANSPORT)

The Association has participated in a number of advocacy conversations in the past few months, with some key outcomes being:

- Championed messaging around the Sydney Road Street Party remaining an annual event, but that sentiment from businesses is that it needs some review around its purpose, intent and their involvement. The result here is that the decision by Council has been deferred for 4 months, to allow for proper consultation and review of potential solutions.
- Continued to support conversations around workers and their modes of transport, and issues being faced. SRBA has called for a review of Business Permit Parking and how they are allocated (and successfully had a pause put on locations where they were significantly oversubscribed), along with a Precinct Plan approach for how all modes of transport and access are considered within the precinct.
- Submitted suggestions to the Council's Local Law review which included requests to look at ways to support vacant shopfronts, so that they can become a new businesses home; to review outdoor trading permits and the lack of clarity in some areas of business signage, as well as suggest that planter boxes could be a great way to add greenery within the precinct, and support onstreet business branding – and that it should be a subsidised or free outcome.



UPCOMING EVENTS

JUNE FOOD TOUR

SRBA is finalising the next iteration of a Food Tour for the precinct, and looks forward to teaming up with Tracey Lister of Brunswick Kitchen to deliver this upcoming event (taking place on Saturday 27 June). We look forward to continuing to deliver these as a great way to showcase the diverse food and drink experience that can be had within the precinct.



NEW BUSINESSES (past 12 months)

SUSHI KOI @90-106

Sushi Koi is a Japanese restaurant dedicated to serving fresh, delicious, and healthy cuisine made daily with carefully selected ingredients. The menu features classic sushi rolls, assorted platters, handcrafted nigiri, comforting udon noodles, and their signature pan-fried dumplings, bringing authentic Japanese flavours to Brunswick. With a clean and welcoming atmosphere, fair prices, and friendly service, Sushi Koi is a popular spot for quick lunches, relaxed dinners, family meals, and casual catch-ups with friends in the local community.

RAAS INDIAN @148

Raas Indian brings Indian flavours, warm hospitality, and a vibrant dining experience together in the heart of Brunswick. From smoky tandoori favourites and rich curries to street food classics and creative cocktails, every dish is made to be shared and enjoyed. Whether you're stopping by for a relaxed dinner, a celebration with friends, or a midweek feast, Raas combines modern style with authentic soul. Plus, their dog-friendly beer garden means your four-legged companions are welcome to join the fun too.

KJ HAIR @650A

KJ Hair is a boutique hairdressing studio established in 2021, proudly offering personalised, high-quality hair services with a focus on colour. Led by Kirsten, a passionate colour specialist, KJ Hair is known for stunning blondes, lived-in balayage, and beautiful, healthy transformations tailored to each client. Every appointment is a one-on-one experience - from consultation to colour, cut, and styling. Whether you're after a subtle refresh or a full makeover, KJ Hair combines professional technique with a warm, welcoming vibe.

YOUR DISCOUNT PHARMACY @652

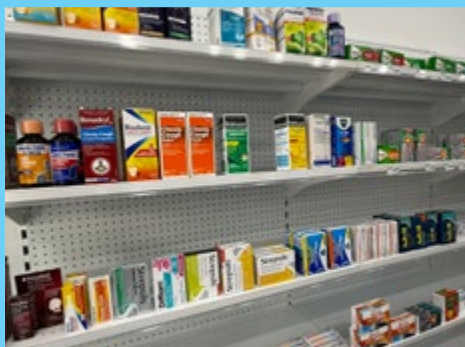
Your Discount Pharmacy, located in the Anstey section of the Sydney Road Brunswick precinct, next to the Forum Arcade at 652 Sydney Road Brunswick, offer a wide variety of prescription medications, over the counter solutions, general health and wellness support, and notary services.

Customers can trust in their friendly team of experts.

ASTRID ALL DAY EATERY @710

Astrid is a modern neighbourhood café on Sydney Road, blending specialty coffee, elevated brunch, and a relaxed inner-north atmosphere. With a focus on quality ingredients, thoughtful flavours, and a stylish yet welcoming space, Astrid has become a go-to for locals catching up over coffee, long brunches, or quick weekday stops.

The menu combines comforting café classics with modern twists, alongside matcha, pastries, and seasonal specials that reflect Melbourne's evolving food culture.



RECENT NETWORKING EVENT

A huge thank you to David Grainger from Luma Insurance, for providing businesses with an overview of the insurance industry, as it relates to businesses, and what businesses can look for, provide, or discuss, to ensure they are getting the best possible outcome. We look forward to seeing you at our next networking event, which will include a presentation on business banking, scams, and fraud.

Further details to be announced at a later date.

