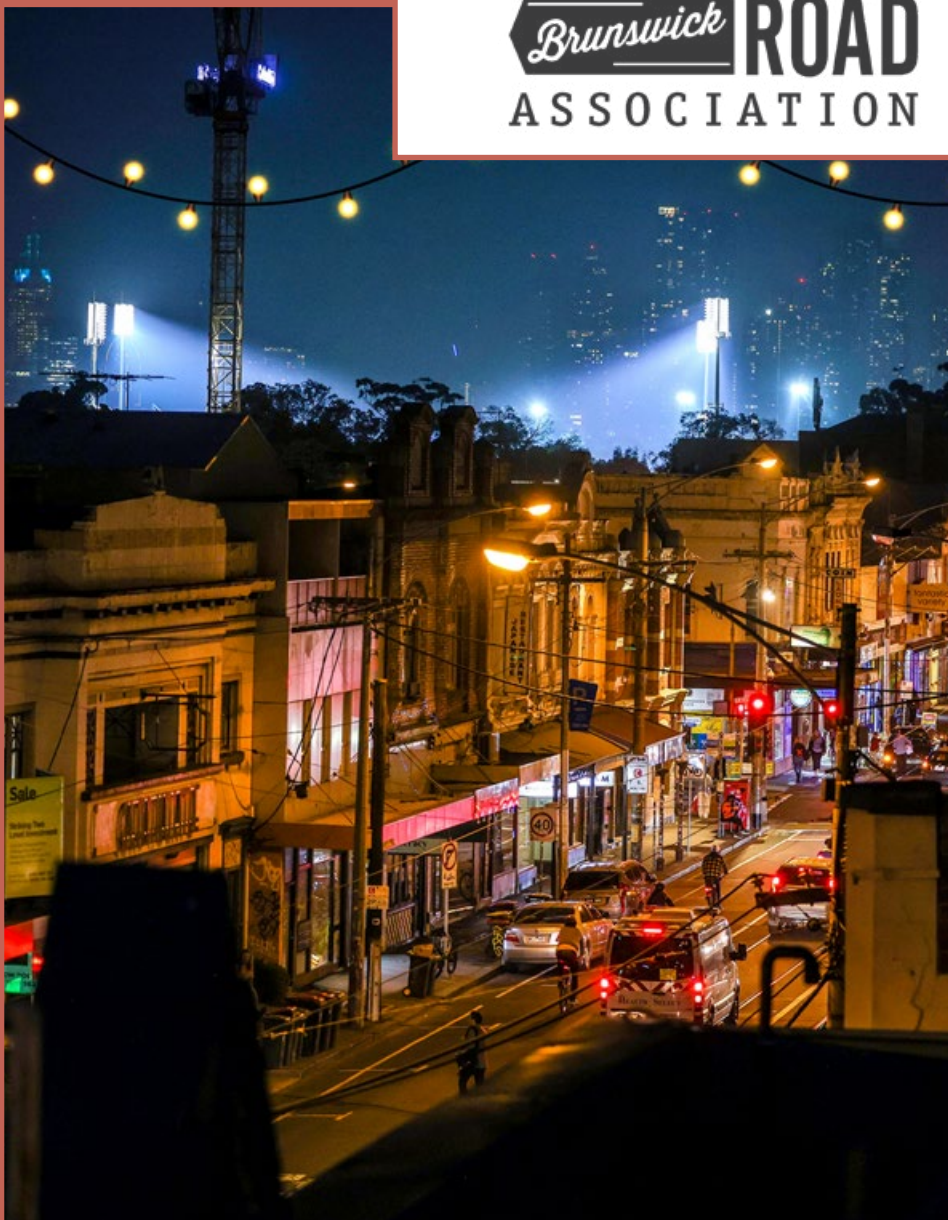


NEWSLETTER - JULY 2026

SYDNEY E.1992 Brunswick ROAD ASSOCIATION



AUGUST ACTIVATIONS & CUSTOMER SPEND COMPETITIONS

The economic environment continues to be uncertain and this is continuing to impact consumer's interaction with the precinct (residents and visitors). This is having real affects, with reduced spending, or a revision of spending priorities.

This August, the Association is delivering a targeted program that includes activity and incentive to experience the Sydney Road Brunswick precinct, as well as incentive to spend money across the entirety of the precinct – with a newly developed Precinct Passport competition. Read inside for more information.

Next meeting: 13th July 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: Diana Samaydi

Hi, my name is Diana Samaydi. I'm the proud owner of Royal Stacks Brunswick and Committee Member for the Sydney Road Brunswick Association. As a local business owner, I'm passionate about supporting initiatives that strengthen connections between businesses, residents and the broader community.

One of the highlights over recent months has been the success of the LIV Albert Welcome Bags program. The initiative has provided a fantastic opportunity to introduce new residents to the diverse range of businesses within our precinct. At Royal Stacks, we've welcomed many customers who first discovered us through the welcome bags, demonstrating the value of creating meaningful connections between new residents and local traders from day one.

Another area I've been focused on is building relationships with local sporting clubs and community groups, particularly through partnerships with sporting clubs in Brunswick. These collaborations have allowed us to engage with players, families, supporters and volunteers while creating opportunities for local businesses to connect with wider community networks. Whether it's supporting club events, offering member benefits or simply helping raise awareness of what our precinct has to offer, these partnerships strengthen the sense of community that makes our area such a great place to live, work and visit.

One of the greatest strengths of our business community is our willingness to collaborate. Through initiatives like the LIV Albert Welcome Bags and our growing partnerships with local sporting organisations, we're creating opportunities to support one another while showcasing the incredible businesses that call our precinct home.

I look forward to continuing this work and contributing to the ongoing growth and success of our local business community.



PAY DAY SUPER

From Wednesday 1 July 2026, the way employers pay superannuation changed.

Under the new Payday Super rules, most employers now need to pay super at the same time as they pay wages, rather than quarterly. The three key changes include:

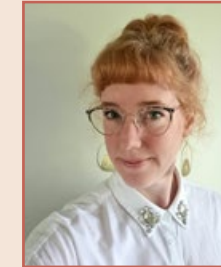
1. Super is paid on payday, not quarterly.
2. Super must reach the employee's fund within 7 business days of your employee's pay day.
3. Super is calculated using 'qualifying earnings'.

For any businesses that already process super at the same time as processing payroll, the impacts will be less. For businesses that have traditionally processed super on a quarterly basis, a key factor to consider will be your cashflow status. For more information, scan the QR code.



MULTIPLE CAPTION CAROUSEL POSTS ON INSTAGRAM

You may have noticed on Instagram that your carousel posts (multiple images that you swipe through) are now more engaged with than your reels.



There has now been a massive update where you can add a different caption to each image of the carousel post.

This means you can add unique text to each slide without putting the text over your images! You could also add context to slides that need it or sneak in a call to action.

Have fun with it!

BUSINESS FEATURES

- Billy Van Creamy in [Concrete Playground](#)
- The Forager's Fork in [The City Lane](#)
- The Forager's Fork & Mercadito in [The Age](#)
- Simply Mike's in [Broadsheet](#)
- Bergy Bandroom in [The Music](#)
- Market Lane in [Brunswick Voice](#)
- Vandels Bakery in [Broadsheet](#)

Links available in email version of newsletter.

TRAM DEPOT WORKS

As part of the final upgrade works to the Brunswick Tram Depot, there will be significant disruptions taking place between Albion Street and Moreland Road, within the Sydney Road Brunswick precinct. These works are taking place to:

- Install a pair of level-access stops at Moreland Road, at Cameron Street, to improve accessibility and connectivity.
- Build a new tram depot exit onto Sydney Road, to minimise delays to services in the morning peak and reduce congestion on Moreland Road.

These works will take place in three stages of 24 hour works, where the named roads and streets will be closed. The dates of these closures (and their sections) are:

Sydney Rd (between Davies St and Mitchell St): 9pm, Friday 21 August to 5am, Friday 4 September 2026

Cameron St (between Prowse St and Moreland Rd): 1am, Friday 21 August to 10pm, Monday 5 October 2026

Moreland Rd (between Cameron St and Sydney Rd): 3am, Sunday 13 September to 5am, Friday 2 October 2026

Please note that the Association is actively communicating with Yarra Trams and the Department of Transport and Planning to ensure a best possible outcome – understanding that these works will be incredibly disruptive and add to existing periods of slow trade and drops in consumer spend/visitation.

A flyer with more information will be distributed to businesses in the next 1-2 weeks.

If you have any questions or considerations for the Association in regards to its advocacy work on this topic, please contact Troy Stuchbree, Association Manager on 9380 2005 or email manager@sydneyroad.com.au

UPCOMING EVENTS

AUGUST ACTIVITIES & PRECINCT COMPETITION PROGRAM

The economic environment continues to be uncertain and this is continuing to impact consumer's interaction with the precinct (residents and visitors). This is having real affects, with reduced spending, or a revision of spending priorities.

This August, the Association is delivering a targeted program that includes activity and incentive to experience the Sydney Road Brunswick precinct, as well as incentive to spend money across the entirety of the precinct – with a newly developed Precinct Passport competition.

Precinct Passport Competition

The Precinct Passport competition has been developed to respond to the slowing, and more selective consumer spending, as well as in response to feedback that has been received from businesses – both in the annual survey and more informally.

The competition has been designed to encourage customers (locals and visitors), to not only shop and support their existing favourite businesses, but to explore the entire precinct and support other businesses – as they look to enter the competition for their chance to win one of three \$250 precinct vouchers.

To enter the competition, customers have to spend \$25 or more at four different precinct businesses (across all four sections of the overall precinct), and complete their passport to enter the competition. This can be done online or through completing the physical passport flyer.

To support more instantaneous win opportunities, the Association is also introducing a Wednesday Wins component to the competition, where customers can enter their weekly individual spends of \$25 or more, for their chance to win in a weekly draw of \$50 precinct vouchers.

Ensuring that this opportunity is advertised as broadly to the local areas as possible, SRBA has booked in a residential flyer drop, as well as other advertising and marketing efforts.

For more information, scan the QR code or visit: bit.ly/PassportProgram26



August Activities and Promotions

The timings of the August Activities (winter and August) have been selected to try and combat ongoing annual trends, where consumers are less likely to explore and engage with the precinct in person – due to the colder weather.

Whilst footfall may not be as affected as spending is, SRBA wants to create reasons for consumers to engage with, and explore the precinct.

To do this, SRBA is working to deliver an overall August Activities program that promotes:

- A night time history tour with the Brunswick Community History Group



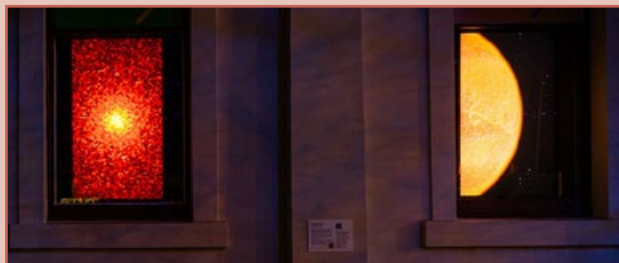
- A night time free family-friendly live music, kids' activity and giveaway night (at Michelle Guglielmo Park),



- A night time food tour experience showcasing the international cuisine and culture of the precinct



- Promotion of Around the Block - a digital art installation experience delivered by Next Wave, Counihan Gallery and Black Dot with locations including Brunswick Mechanics Institute, Michelle Guglielmo Park, Counihan Gallery and Blak Dot.



A point of difference for the above is that these are all going to be taking place in the evenings, to try and support a more positive night time experience, and showcase the Sydney Road Brunswick precinct after dark.

The Association is looking at how else it can promote visitation and experience within the precinct.

For more information, scan the QR code or visit: bit.ly/AugustActivities26



NEW BUSINESSES (past 12 months)

SUSHI HUB @90-106

Sushi Hub Barkly Square offers a wide variety of fresh, convenient takeaway options, including nigiri, inari, sashimi, maki rolls and sushi boxes, as well as popular party platters ideal for catering. Known for its consistent quality and freshness, Sushi Hub has expanded significantly since 2006 and now operates over 200 stores nationwide. This winter, customers who spend over \$16 can enjoy a complimentary hot miso soup or green tea, perfect for staying warm during the cooler months.

YUI SPA MASSAGE @293

YUI Spa Massage blend oriental healing traditions with a calm, zen-inspired atmosphere to help you reconnect with peace and balance.

Specialising in: relaxation massage, oriental dry neck and shoulder massage, head spa – scalp waterfall therapy, scalp massage, remedial massage.

At YUI Spa Massage, every treatment is designed to ease tension, restore balance, and let tranquillity flow exactly as you wish.

BRUNSWICK PICTURE HOUSE @510-512

Brunswick Picture House opened its doors in late November 2025, and has been well received since opening. Its owner/operators, Gus and Lou Berger have been running the popular independent single screen cinema and bar Thornbury Picture House since 2018. As Brunswick locals, they are loving having a venue in their own community.

They play a mix of new releases, cult and classic films, documentaries and family films. They are open seven days and have discount days on Monday and Wednesday.

DAJE PIZZA @730

Ciao! Daje Pizza has arrived in Brunswick to bring the authentic Italian Roman pizza flavour, without the hustle of 20+ hours flight and the stressful traffic jam of the Italian capital! Fresh ingredients, long fermentation, generous toppings plus the 20 years experience of Chef Andrea Caroli are the secret of their delicious pizze. Pop in and say "Ciao", discover weekly specials, "Pizzata" dj sessions, and try one of their 18 pizze from the menu.

They also have Italian drinks like Chinotto, Limonata, Aranciata Rossa and Italian Cola!

SIMPLY MIKE'S @871

Simply Mike's is a Melbourne-based artisan bakery known for its handcrafted pastries, flaky croissants, naturally fermented sourdough breads, and freshly made sandwiches.

While the bakery has built a strong reputation for its signature cinnamon scrolls, every product is made with a focus on quality ingredients, traditional techniques, and exceptional flavour. From buttery pastries and crusty sourdough loaves to wholesome sandwiches prepared fresh each day, Simply Mike's is committed to delivering consistent quality and memorable experiences for both retail customers and wholesale partners.

ADDITIONAL CHANGES TO DOING BUSINESS

In addition to Pay Day Super, from 1 July 2026, businesses should also be aware of other mandatory updates that may impact them: paid parental leave is expanding to 26 weeks; the instant asset write-off is now permanent for small businesses; businesses who serve seafood need to be aware of updates to seafood labelling, you now need to tell customers if the seafood you serve is Australian, imported or both; new rules mean texts sent with an organisation's name at the top of a message (known as a branded sender ID) will need to have the sender ID registered. For more info, scan the QR above.

