

SYDNEY EST. 1992
Brunswick ROAD
ASSOCIATION

WSON ST

SHOP THE SYDNEY ROAD BRUNSWICK
PRECINCT THIS AUGUST FOR A CHANCE TO

\$400+ IN VOUCHERS



PROMOTE YOUR BUSINESS AS PART OF THE SYDNEY ROAD BRUNSWICK PRECINCT PASSPORT COMPETITION – NOW OPEN FOR ENTRY!

For your customers to enter, all they have to do is spend \$25 or more in a single transaction (at four different businesses along the entire precinct), keep the receipt and upload it to the Association's online form (using the QR code on all the promotional collateral), or using a physical form – called the Precinct Passport.

The intention of the program is to encourage customers to shop not just at their regular locations, but to also explore the rest of the precinct - enabling shop discovery.

Businesses have been provided with information and promotional packs, delivered recently and also sent via email. For more information, scan the QR code above.

Next meeting: 10th August 6pm, SRBA Hub @454, RSVP essential

A NOTE FROM SRBA MANAGER: Troy Stuchbree

August is a big month for the Sydney Road Brunswick precinct, with our program of August activities and events officially kicked off – and off to a great start!

Over the last month or so, we have been working to finalise the details for everything that is taking place, and thank our delivery partners the Brunswick Community History Group and Brunswick Kitchen for their valuable contributions to their respective activities – both of which sold out prior to our official marketing commencing.



The Precinct Passport and Weekly Wins competitions have officially started too! If you haven't already, now is the time to display the provided posters and communicate to your customers. Businesses were provided with physical packs as well as a digital pack, distributed by email recently.

As you will have seen, we have now completed the last of the Welcome Bags for the LIV Albert Residential complex, and we also thank the 30+ businesses that have contributed to the 200 bags. These bags have proven to be a great way of welcoming new residents to the local area, and providing them with a sense of belonging and opportunity, as soon as they arrive.



Given their level of success, we have started conversations with other residential complexes in the local area – looking to establish a similar program, so that we can continue to provide new lovers of the area with a fitting welcome.

Recently, and with the local Council's proposed Festivals Program Refresh, the owners of Da Bepi hosted a business led 'Keep the Street Party annual' meeting – which was attended by a good mix of local hospitality, venue, retail, and professional service based businesses – united under the umbrella of keeping an event that attracts upwards of 40,000 people per year, annually.

From this meeting, a statement and plan was developed within 48hrs, which was since reviewed, adopted and submitted to the Council, inline with their community engagement timings. In this meeting, not only was the statement and plan established, but also an action list of what each participating business will do between now and the Council Meeting in September – at which a show of unity will be vital. We welcome any businesses who want to participate in this conversation, and/or attend the Council

Meeting in September, to please contact the Association.

Following on from my last update to businesses in May, and to continue to keep our members informed, we do have more information to share with you in regard to the potential support of a second brand and shopping strip within Merri-bek.

Over the past few months, and with the continued approval and oversight of the Sydney Road Brunswick precinct's Committee of Management, we have been meeting regularly with businesses from Lygon Street Brunswick East to understand and measure interest in establishing their own brand and representation, via this Business Association.

Businesses from Lygon Street Brunswick East are wanting to proceed with formal explorations (and if successful), development of their own brand and representation, with this Business Association working with them, like how we deliver for you, your business neighbours and the Sydney Road Brunswick precinct.

We want to assure all businesses that these explorations and future potential involvement will not interrupt, interfere or take away from existing levels of commitment and delivery towards the Sydney Road Brunswick precinct. We continue to look at how we can expand and evolve our services and offering to precinct businesses, and we look forward to continuing to deliver a highly productive and engaged program of activities and initiatives – tailored to continued business feedback and precinct needs.

As a reminder, in September of this year, the Sydney Road Brunswick precinct will commence its renewal process, within which we start a large-scale consultation process with you, ensuring that we can continue to evolve and meet the needs of our 575+ businesses within the precinct. This is a very normal process, taking place every five years, with our last renewal in 2022/2023.

Lastly, I want to re-assure businesses that the Association remains engaged with Yarra Trams and the Department of Transport, in regard to the upcoming roadworks between Mitchell Street and Davies Street, along Sydney Road – which will see that section closed completely from 9pm, Friday 21 August to 5am, Friday 4 September 2026. We remain engaged with business concerns around impacts and opportunities, and continue to participate in conversations and potential solutions to find the best way forward with what will be a disruptive program of road works. To date those conversations (including but not limited to) have included topics around business support, construction disruption mitigation (where possible), and assuring local residents and customers of the area that businesses will be open and accessible. Council's Economic Development team have also been aware of our concerns, and are supportive in finding ways to move through this project as best as possible.

The Association will keep businesses in the immediately impacted area up to date.

If you have any questions at all, on any of the above or something else, I welcome you to contact me, or come visit us in the Sydney Road Brunswick Association Hub – located at 454 Sydney Road Brunswick, open Monday to Friday, 9am to 5pm.





AMBASSADOR PROGRAM – APPLICATIONS NOW OPEN

Do you know someone who loves the Sydney Road Brunswick precinct? Whether it's the food, the shopping, the music, or the hidden gems, we're looking for passionate people to share what makes our precinct so special.

Spread the word to your friends and family, as we are looking for their unique voice and vision to highlight the places, people, and experiences that make the Sydney Road Brunswick precinct a vibrant, diverse destination.

Who can be an Ambassador?

Anyone who loves the Sydney Road Brunswick precinct! While business owners cannot apply for this particular program – your customers, friends and family can.

What an Ambassador will do

- Share stories and experiences that showcase the precinct, from their perspective
- Highlight local businesses and hidden gems
- Inspire others to explore, shop, eat, and enjoy all that the Sydney Road Brunswick precinct offers

The Ambassador program is a part of the Digital Marketing plan, complimenting the Association's digital marketing efforts.

If you know someone who would be suitable, we encourage you to suggest to them to apply, via the QR code or by visiting sydneyroad.com.au/news/ambassador-program-applications-now-open/



BUSINESS FEATURES

- Cheaper Buy Miles in [Beat](#)
- Moreland Hotel in [Public](#) and [Broadsheet](#)
- Vandel's Bakery in [Sydney Morning Herald](#)
- Brunswick Bound in [Fashion Journal](#)
- Daddy Bar in [Time Out](#)

Links available in email version of newsletter.

\$20,000 AMEX SHOP SMALL GRANTS PROGRAM

Eligible small business owners can now apply for a chance to receive a \$20,000 grant, courtesy of American Express in partnership with Mainstreet Australia.

American Express has partnered with Mainstreet Australia to support small businesses to grow, innovate and support their local communities through the Amex Shop Small Grants program, offering up to 100 grants nationwide. The program has an initial fifty (50) grants of \$20,000 each to small business owners across Australia.

Applications close at 11.59pm (AEST) on Sunday 6 September 2026. Scan the QR for more information.



CONSUMER GUIDES

Every year the Association reviews and updates its suite of collateral, to include new businesses, review the categories, and update any other necessary information. This starts from August and is completed in February, with the first guide to be updated being the Secondhand and Vintage Guide.

Applicable businesses will be contacted in the coming weeks to confirm their business details.



UPCOMING EVENTS

AUGUST ACTIVITIES

This August, the Association is delivering a targeted program that includes activity and incentive to experience the Sydney Road Brunswick precinct, alongside incentive to spend money across the entirety of the precinct via the Passport Program (more info on front cover).

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

To do this, SRBA is working to deliver an overall August Activities program that includes a night time history tour, night time free family friendly event, a night time food tour and promotion of Around the Block – a digital art experience delivered by Next Wave, Counihan Gallery and Blak Dot.

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



UPCOMING NETWORKING EVENT

Precinct businesses are invited to a free networking event featuring presentations from Westpac on business banking, scams and fraud, and Business Merri-bek on local customer spending trends. Enjoy food, drinks and the chance to connect with neighbouring businesses. Thursday 27 August, 5.30–8.30pm at Westpac Brunswick. RSVP by 25 August.



NEWBIE NETWORKING - LAUNCHING SEPTEMBER

The Sydney Road Brunswick Association will soon host its first Newbie Networking event in September, where new businesses from the last twelve months will be invited to a networking event designed specifically for them.

At the event, new businesses to the precinct will get to meet other new businesses to the precinct, and be provided with an overview of who the Sydney Road Brunswick Association is, what we do for businesses, and how we can help.

NEW BUSINESSES (past 12 months)

PLEIKU @217

Pleiku Brunswick is a modern Vietnamese eatery bringing bold flavours and warm hospitality to the heart of Sydney Road. Guests can enjoy a weekday lunch special from 11:30am–1:30pm, Tuesday to Friday, or gather for the popular winter bottomless brunch on weekends. Signature dishes include Satay Chicken Skewers, Lemongrass Beef, and Red Chicken Curry, perfectly paired with refreshing Vietnamese beers and handcrafted cocktails. Whether it's a quick business lunch or a weekend catch-up, Pleiku offers an authentic Vietnamese dining experience in a vibrant, welcoming setting.

PANINI GELATI @13/2 SPARTA PLACE

Panini Gelati is a family-inspired Italian eatery located in Sparta Place, Brunswick. To create a warm environment that reflects the charm of a traditional Italian home, Dom repurposed the cupboards and fittings from his parent's renovated family kitchen. The menu features authentic panini, homemade meatball subs, Chicken Cotoletta, delicious vegan options, and premium gelato. Committed to offering exceptional value, Panini Gelati believes great food should be accessible to everyone, with honest prices, quality ingredients, and satisfying meals that don't feel heavy.

SPORT FOR ALL @449

Sports for All is a not-for-profit charity operating a social enterprise sports store that sells salvaged (new and reusable) sporting goods. Proceeds from every sale are reinvested into its inclusive Training and Employment Pathways Program and in the distribution of Sport for All Sports Inclusion Kits to teams in need across Australia. They are your local sports thrift shop creating inclusive local jobs in the circular economy where sports gear doesn't cost the earth.

BUZZING FLORIST @588

Buzzing Florist specialises in fresh, handcrafted floral arrangements for every occasion. From weddings, engagements, birthdays and anniversaries to funeral, sympathy and pet tribute flowers, the team creates beautiful designs using quality seasonal blooms. Known for outstanding customer service and a 5-star rating, Buzzing Florist also offers reliable same-day delivery, helping customers celebrate life's special moments and honour loved ones with beautiful floral arrangements. For enquiries or orders, call 03 8899 6488.

AMMBER HAIR STUDIO @821

AmMBER hair studio welcomes you. If you're looking for a relaxed, friendly and creative vibe – Katrina is there to accommodate you. AmMBER hair studio is excited to be on Sydney Road, creating a new chapter in the eclectic, deco building, connected to the Tram Depot.

Offering a modern and intuitive recommendation to you for your future hair, they hope to leave you feeling fresh and ready to shake your gorgeous new hair. They also offer head massages and hot towel treatments - great during colder months. Bookings are essential, contact 0494 631 701.