

SYDNEY *E.1992*
Brunswick ROAD
ASSOCIATION



**SYDNEY ROAD STREET PARTY AND BRUNSWICK MUSIC FESTIVAL
CONFIRMED FOR 2027!**

Sunday 28 February to Sunday 7 March 2027

Merri-bek City Council's Festivals Team, who manage and deliver the Sydney Road Street Party and Brunswick Music Festival, have confirmed the dates for 2027.

The Sydney Road Street Party will take place on Sunday, 28 February 2027, from 12:00pm to 6:00pm.

The Street Party opens the Brunswick Music Festival, which in 2027 will run from Sunday 28 February to Sunday 7 March 2027.

Stallholder Expressions of Interest for the Sydney Road Street Party are anticipated to open around the end of September. The Sydney Road Brunswick Association will provide more information and timings when we know more.

SRBA and businesses are currently advocating for the continuation of the Street Party as an annual event, and will provide more information in the next newsletter.

Next meeting: 14th September 6pm, SRBA Hub @454, RSVP essential

A NOTE FROM SRBA MANAGER: Troy Stuchbree

Sydney Road Brunswick Special Charge – Renewal Process Starts This Month

As discussed in previous business newsletters, the Brunswick Association will this month begin its renewal process, which sees the Association kick off a strong business engagement activity, reviewing the last 5 years of impact and delivery, and planning for the next 5 years to come. This is an important process that SRBA has been through 6 times since commencing in 1992.

Key outcomes of the renewal process include:

- Checking in to see what precinct businesses want to see for the next 5 years of support, and any new challenges or opportunities businesses are facing that need attention
- Checking in to see how the Association needs to evolve to continually support businesses and the precinct

To help build a blueprint for the next five years, SRBA will be delivering a series of focus group sessions with the different business segments that make up the precinct, to identify what might need to start, stop or be revised.

SRBA looks forward to working with the precinct businesses over the coming year, to complete the formal process of renewal. Should you have any questions at all, please contact Troy Stuchbree on 9380 2005, or email manager@sydneyroad.com.au



UPDATE ON WEEKLY WINS AND PRECINCT PASSPORT COMPETITION

The precinct's Weekly Wins and Passport Competition are soon to wrap up, with the competition to date exceeding 170 entries, with receipts totalling over \$8,500. Further to this, the average spend by consumers to date is \$74.

SRBA built this competition responding to ongoing hesitations from consumers, and feedback received from businesses in regards to slowing trade. Some key areas that the competition has looked to incentivise included:

- Enticement to spend a minimum of \$25 in businesses.
- Enticement to spend within the Sydney Road Brunswick precinct, if they normally consider other shopping locations.
- Enticement to explore and spend outside their usual pockets within the precinct.

Of the above, and to date, we can note that:

- The competition has recorded a total of \$4,750 on top of \$3,750 (150x \$25 spends)
- The competition has recorded greatest number of entries from Brunswick, followed by Coburg, Brunswick West and Brunswick East.

SRBA looks forward to distributing the final results soon.



WINTER WARMER HAMPER COMPETITION

With Winter now in the rear view mirror, we wrapped up the cold months and our Winter Activations with a Winter Warmer Hamper, filled with warming goodies purchased from 12 businesses across the entire Sydney Road Brunswick precinct, and valued at over \$250.

The competition was promoted through the Association's Instagram and Facebook channels, set up on display at the Wonderful Winter event in Balam Balam place (with attendees encouraged to enter on the night), and on display in the SRBA Hub's shopfront (with visitors to the Hub encouraged to enter).

At the conclusion of the competition we had over 500 entries and gifted it to one lucky winner.



BUSINESS FEATURES

- Mokum in [Time Out](#)
- A1 Bakery in [Time Out](#)
- Brunswick Artists Bar in [Beat](#)

Links available in email version of newsletter.

NOTICE OF ANNUAL GENERAL MEETING (AGM)

The Committee of Management for the Sydney Road Brunswick Association have confirmed that this year's Annual General Meeting (AGM) will be held on Monday 5 October, from 6pm, at T.O.M.s Place (1 Tripovich Street).

The AGM will be combined with a networking event, and SRBA welcomes all businesses to RSVP and attend. Formal notice of the AGM, and RSVP information will be distributed in the coming weeks. Save the date.



AUGUST EVENTS

August has been a big month for the Association, with a number of events and activities taking place. Much like the rationale around the competition, the August Activities were designed to support precinct visitation and exploration during winter, and to create reasons for people to come and experience the precinct.

To do this, the Association:

Hosted a popular History After Dark tour with the Brunswick Community History Group, which featured stops and discussions including Brunswick Mechanics Institute, Retreat Hotel, Brunswick Town Hall, Brunswick Uniting Church, the Holeproof Factory, the Lyric Theatre (now The Brunswick Club), George's Pastry Shop (now Good Days), Miss R. E. Yon (now Record Paradise and Paradise Cutters), Barkly Square Shopping Centre and the Sarah Sands Hotel (now The Wild Geese). The tour, which sold out within a few days of opening, also included hot chocolates from Ratio Cocoa Roasters.

A key focus for SRBA and these tours is to continually educate people on the importance of the Sydney Road Brunswick precinct as a longstanding economic driver for the area, and these tours provide the opportunity to do so in a consumer friendly and attractive manner.



Following the History Tour, the Association delivered a family friendly (Wonderful Winter) event at Balam Balam Place where families and locals were encouraged to explore the precinct in winter, and enjoy free live music from local musicians Tejo D'Cruz and Woody Samson; free UV face painting and photobooth; free interactive LED Playspaces with illuminated staffs, poi, hoops, juggling balls, and flower sticks; free spin and win; and, the opportunity to be in the running to win a precinct hamper – valued at over \$250 dollars.

Despite the weather, and last-minute change of location the event attracted around 100 persons, with \$20 precinct business vouchers distributed, along with precinct merchandise and marketing collateral.



Wrapping up the consumer facing activities was the Food Tour, delivered with Brunswick Kitchen, which saw a small tour group of 10 people experience some examples of the diverse food and drink offering available in the Sydney Road Brunswick precinct. This food tour included Edinburgh Castle Hotel, Mercadito Cocteleria & Taqueria, Lunar by Hikari, and Da Bepi Bar.



UPCOMING EVENTS

FESTIVE ART ON WINDOWS

Preparations will soon be underway for the Festive Art on Windows Program, an annual favourite on the Association's calendar of events.

This year, the program will see up to 20 businesses have their shopfronts transformed with a festive painting by a talented artist – on display from late November to mid January.

The painting date will be Saturday 28 November, and the section of the Sydney Road Brunswick precinct involved in the program will be the area between Brunswick Road and Phoenix Street (an extended area than previous years).

This program is such a wonderful celebration of the festive season, and if your business is in the area outlined above, and would like your window painted with festive scenes and/or motifs, please let us know! Call 9380 2005 or email info@sydneyroad.com.au.

SRBA will be communicating directly with all eligible businesses in the coming weeks too.



NEW BUSINESSES (past 12 months)



THE FORAGER'S FORK @51

The Forager's Fork is a small independent bar and bistro celebrating seasonal Australian produce, sourced from local farms and producers with a strong European influence. The menu rolls with the seasons, alongside an entirely Australian wine list and back bar. Guests can drop in for a relaxed glass and a few snacks or settle in for a full meal. Wednesdays feature a four-course Midweek Supper for \$49, while Sundays are all about traditional roast meats, Yorkshire puddings, proper gravy and genuine hospitality.



TAKREEM HAIR STYLING @215

Takreem Hair & Beauty brings over 22 years of international hairstyling experience to Sydney Road, Brunswick, following a professional career spanning Jordan, Saudi Arabia and the United States. The salon offers personalised haircuts, styling, colouring, highlights, balayage, smoothing and professional hair services for women and children. Takreem Hair & Beauty is committed to quality, creativity and individual care, welcoming clients from diverse backgrounds in a warm and professional environment. The salon also offers private rooms for clients seeking comfort, privacy and a personalised beauty experience.



NEW CARE SERVICES @106/601

New Care Services supports older Australians to remain safely and comfortably in their own homes – close to loved ones, familiar surroundings, and cherished memories, rather than moving into residential aged care. Their tailored services support individual needs, assist with chronic conditions, reduce hospital readmissions, and promote recovery after illness or surgery. Staying in a familiar home environment can also reduce stress, anxiety, confusion, loneliness and depression. New Care Services may be able to assist if you have aged care, NDIS, or DVA funding. Call 1300 NEW CARE.



MERCADITO COCTELERIA & TAQUERIA @1/625

Mercadito Cocteleria and Taqueria brings a vibrant taste of Mexico to Sydney Road, serving regional Mexican-inspired dishes alongside colourful, creative cocktails. The neon-lit venue goes beyond the usual taco-and-burrito offering, with aguachile, huaraches ("Mexican flip flops"), quesadillas, doradas and build-your-own taco platters. Tequila and mezcal shine in cocktails including hibiscus margaritas, watermelon mezcalitas and spicy jalapeño margaritas. With pink neon, colourful booths and a lively bar, Mercadito is made for relaxed catch-ups, celebrations and nights out.



DANNY BALBOA'S DELI @869

Danny Balboa's Deli brings a simple approach to good food, with a grab-and-go menu built around beautiful local ingredients and small-batch produce. Serving fresh toasted sandwiches, locally made pies and sausage rolls (with free hot sauce), house-baked sweet treats and coffee, the menu changes seasonally and always includes a nod to Danny Balboa's hot sauce roots. Many of the ingredients and sauces used in the deli can also be purchased in-store, making it easy to take a little extra flavour home.

YARRA TRAMS WORKS

A big shout out to our precinct businesses between Albion Street and Moreland Road, and especially those between Mitchell Street and Davies Street, who experienced an incredibly tough period of time – with Yarra Trams upgrading the infrastructure directly in front of their shops and the surrounding area. The disruptions have been high impacting. For more information please scan the QR code.

