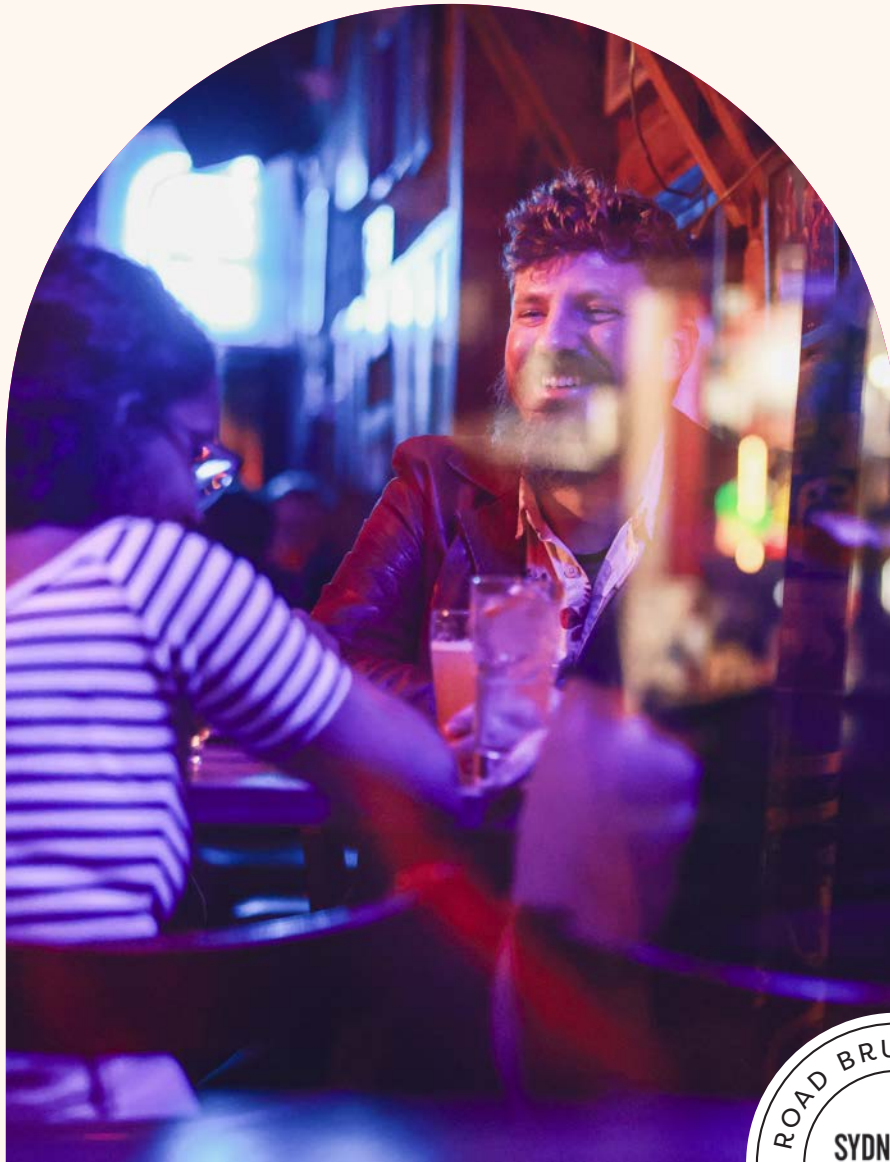




Annual Report 2025/2026



The Sydney Road Brunswick Association (SRBA), an Incorporated Business Association founded in 1992, was established to support the overall growth and development of the Sydney Road Brunswick precinct and champion its economic viability.

Celebrating over 30 years of incorporation, the Association is led by a Committee of Management made up of stakeholders from within the Sydney Road Brunswick precinct's Special Charge area.

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.



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. The program of activity and events includes, but is not limited to:

Marketing and Promotions

SRBA deliver brochures, video production and photography, digital marketing, consumer news articles, out of home and print advertising, radio and more.

Events and Consumer Programs

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

Precinct Merchandise

SRBA has developed a consumer brand that locals, followers and visitors resonate with. This extends to merchandise promoting brand awareness for the precinct.

Business Development

SRBA engage professional service providers to deliver tailored development opportunities for precinct businesses.

Advocacy

SRBA deliver ongoing advocacy, both for the businesses under its umbrella as well as the precinct more broadly.

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

SRBA continually engages with Council, and other bodies responsible for the infrastructure, to ensure the destination of the Sydney Road Brunswick precinct is maintained and to the best it can be.

ABOUT US.

COMMITTEE OF MANAGEMENT.



The Association operates under the direction and guidance of a Committee of Management, made up of stakeholders from within the Sydney Road Brunswick precinct's Special Charge Scheme.

The Committee meet regularly to discuss the various projects and priorities, ensuring that SRBA continues to deliver on its key objectives and always operates within good governance towards the overall precinct, but also towards its many stakeholders and members.



weddings/bridal



professional services



entertainment



property



food/retail



food

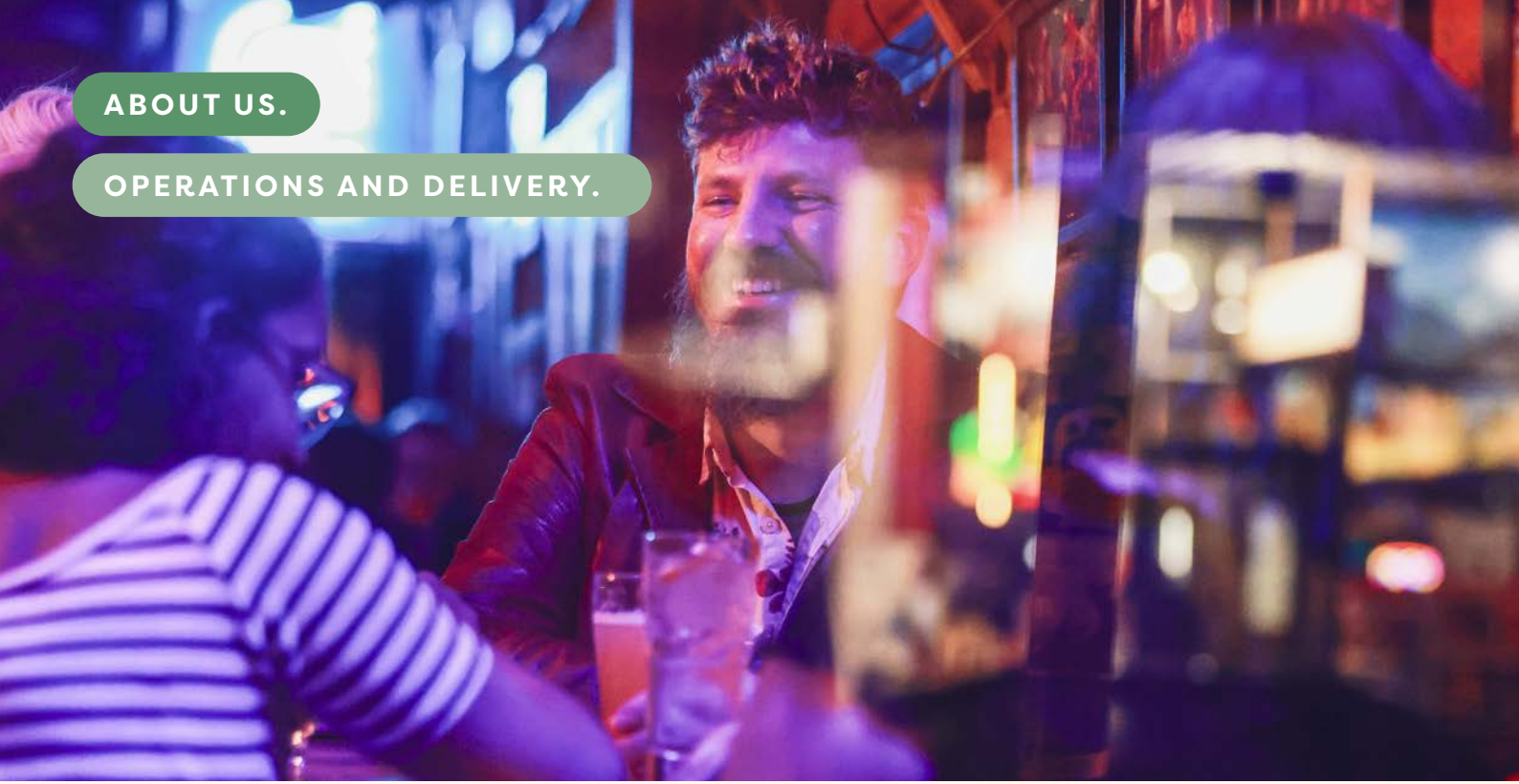


arts/culture



retail

The Association acknowledges and thanks retired Committee Members Albert Sikkens and Jacob Miller, who left the Committee of Management within this financial year. SRBA welcomes expressions of interest from Members to join the Committee of Management. Please email info@sydneyroad.com.au for more information.



ABOUT US.

OPERATIONS AND DELIVERY.

Association Management and Operations

The delivery of the Association's work towards the precinct and businesses is managed from the SRBA Hub (located at 454 Sydney Road, Brunswick), and is facilitated through an Association Manager – employed to manage the Association's deliverables and operations, and oversee all other employed persons.

Association Funding

The Association is contracted via Merri-bek City Council and funded by a Special Charge, which is collected annually through council rates from over 600 properties within the Sydney Road Brunswick precinct (between Brunswick Road and Moreland Road).

The Association's contract (Funding Agreement) operates in periods of 5 years, which continues to be successfully renewed since its inception in 1993.

Outside of the Special Charge, SRBA also delivers other initiatives and outcomes that assist with income generation and funding, such as ticketed events, the sale of promotional products, and dedicated grants to deliver specific projects.

Further, SRBA also accepts, and collects funds from, Associate Members, who pay an annual fee to be included in, and part of, the Association's overall deliverables.

Areas Represented

Sydney Road Brunswick Precinct Special Charge

Under the Special Charge, the Association operates within a determined perimeter made up of all the buildings along Sydney Road Brunswick which have a physical connection to Sydney Road itself (between Brunswick Road and Moreland Road). This perimeter includes:

- Sydney Road Brunswick (Brunswick Road to Moreland Road)
- Barkly Square Shopping Centre
- Sparta Place
- Tripovich Street (Sydney Road side)
- Anstey Way
- Forum Arcade
- Brunswick Market (prior to September 2025)

In its entirety, the Association looks after 2.5km of Sydney Road, Brunswick, and includes the areas as identified above, collectively referred to as the 'precinct'.

Associate Membership

In addition to the Special Charge that operates for businesses inside buildings that are connected directly onto Sydney Road in Brunswick, the Association also now accepts Associate Membership from businesses external to the charge, but who are still considered part of the overall Sydney Road Brunswick Precinct.



COMMITTEE OF MANAGEMENT.

PRESIDENT'S REPORT.



It's a privilege to write this report in my second year as the President for the Sydney Road Brunswick Association (SRBA). It is also a privilege to be amongst a precinct that is constantly evolving, adapting and advocating; but most of all, who are connected to the diverse local community that is Brunswick. I am in awe of you all.

The Sydney Road Brunswick precinct is more than a shopping strip. It is a destination, a meeting place, a place to celebrate culture and diversity, and a place where small businesses have built their livelihoods and their stories. It is a precinct with personality, history and a sense of identity that is difficult to replicate.

The Sydney Road Brunswick precinct is also a community that is growing. New businesses arrive alongside long-established traders, creating an increasingly diverse offering for our community.

From retail and hospitality to professional services, food, entertainment, health, beauty and specialty businesses, the precinct continues to offer something for everyone. That diversity is one of our greatest strengths, and that continues to grow with new borders, welcoming associate memberships.

Our precinct which is made up of independent businesses and entrepreneurs, bring their own ideas, cultures, creativity and experiences to the area. Every new business adds another layer to the personality of our precinct. But growth doesn't happen in isolation. A successful precinct relies on businesses supporting one another, residents feeling connected to their local businesses, visitors wanting to return, and the broader community understanding the value of shopping, dining and spending locally.

That interconnectedness is something I am passionate about. The Sydney Road Brunswick precinct has this connection in spades, and we are here to not only celebrate it, but also grow those connections. It's fabulous to see many businesses collaborating to support one another and in turn the precinct.

We acknowledge that the cost of living continues to place pressure on our customers, while businesses themselves are dealing with rising operating costs, wages, rent, utilities, insurance and the many other expenses involved in keeping a business open. When people have less disposable income, discretionary spending is often the first thing to be affected. That has a direct impact on the businesses along the precinct.



This is exactly why we need to keep thinking differently. As an Association, that has a wonderfully diverse volunteer committee, we need to continually brainstorm, collaborate and look for initiatives that encourage people to visit the precinct, stay longer, explore more of what we have to offer and come back again. We cannot simply wait for customers to arrive. We need to create reasons for people to choose the Sydney Road Brunswick precinct.

That means supporting events, promotions, activations, collaboration between businesses and initiatives that showcase the incredible diversity of our precinct.

It also means encouraging businesses to work together rather than operating in isolation. One business bringing someone to the Sydney Road Brunswick precinct can create an opportunity for another. A customer who comes for lunch may discover a retailer. Someone attending an event may return for dinner. A local resident who discovers a new business can become a loyal customer. That is the ecosystem we are continuing to build.

One of the issues that has demonstrated the importance of advocacy and collaboration is our efforts to save the Sydney Road Street Party. A diverse number of businesses have come together to discuss a revised community plan, and present to council an alternative to what is currently being done. With strong community and stakeholder consultation, we hope the Street Party can still run annually with a few changes. At the time of the Annual General Meeting these conversations remain ongoing.

In the past 12 months, business owners have continued to add to the story that makes up the history of the Sydney Road Brunswick precinct. I want to acknowledge that businesses are not just a place to shop, they are part of a wider ecosystem that people want to visit, experience, and be part of.

Their strength is their diversity, and it has been a privilege to assist in telling their stories, to enable the precinct to evolve and grow for many years to come.

I look forward to continuing that journey with members, businesses, community, and all those who believe in the future of the Sydney Road Brunswick precinct.

Julie Cini
President, Sydney Road Brunswick Association

INITIATIVES AND OUTCOMES.

SUMMARY REPORT.

The Association, in this financial year, delivered a comprehensive program which included more than 60 deliverables. This includes, but is not limited, to the breakdown of items shown on these pages.

Through these items, SRBA notes:

- More than 5,045 instances of business involvement
- More than 23,199 instances of businesses referenced
- More than 291,040 customers were reached or engaged with

Precinct Collateral Activities	Businesses Involved	Businesses Referenced	Customers*
Secondhand and Vintage Guide	42	42	7,000+
Professional and Health Services Guide	180	180	6,000+
Bridal and Wedding Guide	108	108	4,000+
Eating and Venue Guide	169	169	10,000+
<i>*Customer uses Actual Involvement where able, otherwise it's based on Reach</i>	499 +	499 +	27,000 +

Event and Activation Activities	Businesses Involved	Businesses Referenced	Customers*
Historical Walking Tours	17	575	74
Festive Art on Windows	37	37	not calculated
Roaming Entertainment	not applicable	not applicable	not calculated
Melbourne Wedding and Bride Expo	180	180	2,450 +
Sydney Road Street Party and Brunswick Music Festival	50+	575	50,000 +
Food Tour	5	575	10
Easter Egg Hunt and Activity	30	575	43
Pop-up Awkward Christmas Family Photos	not applicable	575	40 +
<i>*Customer uses Actual Involvement where able, otherwise it's based on Reach</i>	319 +	3,092 +	52,617 +

Business Development and Educational Activities	Businesses Involved	Businesses Referenced	Customers*
Networking Lunch with Business Branding and IP Workshop	21	575	not applicable
Annual General Meeting	17	575	not applicable
Networking Evening with Street Party Marketing Workshop	22	575	not applicable
Proactive Policing - In Person Visits	3	575	not applicable
Networking Breakfast with LUMA Insurance Presentation	10	575	not applicable
Coffee Collaborations - Business to Business Meetups	2	575	not applicable
<i>*Customer uses Actual Involvement where able, otherwise it's based on Reach</i>	75 +	3,450 +	

Advocacy Activities	Businesses Involved	Businesses Referenced	Customers*
CitiPower and Valentine's Day Disruption	not applicable	not applicable	not applicable
Business Parking and Accessibility	not applicable	not applicable	not applicable
Yarra Trams' Brunswick Tram Depot Upgrades	not applicable	not applicable	not applicable
Access and Infrastructure Demands	not applicable	not applicable	not applicable

Advertising, Editorial and Community Engagement Activities	Businesses Involved	Businesses Referenced	Customers*
Brunswick Voice - Precinct Advertising (Sept, Dec, Feb, June)	not applicable	2,300	20,000 +
Beat Magazine - Precinct Advertising (December and March)	not applicable	1,100	60,000 +
Melbourne Wedding and Bride Magazine - Advert and Editorial	108	108	49,500 ~
Business Awards	575	575	1,500 +
Merri-bek Summer Show - Sponsorship	not applicable	575	300 +
Brunswick Music Festival - Sponsorship	not applicable	575	70,000 ~
Residential Welcome Bags - LIV Albert Complex	50	575	500 +
Brunswick Neighbourhood Watch - Support Establishment	not applicable	not applicable	not applicable
<i>*Customer uses Actual Involvement where able, otherwise it's based on Reach</i>	733 +	5,808 +	201,800 +

Digital and Social Media Special Projects	Businesses Involved	Businesses Referenced	Customers*
Consumer Newsletters (8 sends)	43	575	7,000+
Festive Season Hamper Competition	11	575	785
Winter Warmer Hamper Competition	11	575	168
Mental Health Hamper Competition	9	575	134
Brunswick Music Festival Dinner and Show Competition	not applicable	575	87
Ambassador Program <i>Clare Rankine, Freddie Arthur, Madeleine Tucker, Onur Kurt, Ilona Nicola</i>	35	575	see page 22 of Annual Report
sydneyroad.com.au	575	575	
Sydney Road Brunswick Precinct Facebook	1,300 +	575	
Sydney Road Brunswick Precinct Instagram		575	
Sydney Road Brunswick Precinct YouTube		575	
Sydney Road Brunswick Precinct TikTok		575	
<i>*Customer uses Actual Involvement where able, otherwise it's based on Reach</i>	1,984 +	6,325 +	8,174 +

Precinct Presentation and Tourism Activities	Businesses Involved	Businesses Referenced	Customers*
Graffiti Management	163	not applicable	not applicable
Sydney Road Brunswick t-shirts	not applicable	575	219 +
Sydney Road Brunswick tote bags	not applicable	575	900 +
Bin Wraps	not applicable	575	not calculated
Limited Edition Socks	not applicable	575	30 +
Food, Drink and Fun Photoshoot	7	575	not calculated
<i>*Customer uses Actual Involvement where able, otherwise it's based on Reach</i>	170 +	2,875 +	1,149 +

Organisation and Communication Activities	Businesses Involved	Businesses Referenced	Customers*
Business Newsletters	575	not applicable	not applicable
Business EDMs	575	not applicable	not applicable
Annual Customer Survey	not applicable	not applicable	300
Annual Business Survey	115	575	not applicable
Business Kits	not applicable	575	not applicable
Brand Development Works (final rollout)	not applicable	not applicable	not applicable
<i>*Customer uses Actual Involvement where able, otherwise it's based on Reach</i>	1,265 +	1,150 +	300 +

INITIATIVES AND OUTCOMES.

EVENTS AND ACTIVATIONS.

Sydney Road Street Party

SRBA values the Sydney Road Street Party, not only through supporting the annual event via sponsorship, but also using the platform to promote community connections and showcase the precinct to locals and visitors to the area.

This financial year, SRBA participated in the event via:

- Selling merchandise and distributing flyers from two marquee sites at either end of the event area
- Distributing free branded tote bags in exchange for email subscribers to our consumer database
- Distributing vouchers to random attendees, to businesses that fall outside of the event area – promoting precinct exploration

SRBA also use this event, and its sponsor deliverables, to launch the annual release of the Sydney Road Brunswick precinct's Eating and Venue Guide.

Festive Art on Windows Program

SRBA hosted 28 artists from November to December as they took to 37 shopfronts from Glenlyon Road to Victoria Street, and Albion Street to Moreland Road – creating festive season inspired outcomes on participating shopfront windows.

The Association continues to deliver the Festive Art on Windows program, as it's greatly loved by the business community, residents and visitors, and offers a creative way to experience the precinct. Additionally, the program creates a festive outcome inline with community expectation and celebration.

Easter Egg Hunt

SRBA hosts an Easter Egg Hunt along the precinct every year, to create an environment for business discovery, greater consumer awareness of the precinct, and, growth of consumer audience.

SRBA brought easter bunnies and face painting into the precinct, promoting the program and creating photo opportunities for everyone. A social media campaign also supported the program. This year the event attracted 43 entries and involved 30 businesses directly.

Melbourne Wedding and Bride Expo

The Association presents the Sydney Road Brunswick Bridal Precinct every year at the Melbourne Wedding and Bride Expo, held in January.

This event attracted more than 2,450 attendees and provided SRBA the opportunity to showcase the Bridal Precinct and distribute the Sydney Road Brunswick Bridal and Wedding Guide – advertising 100 shops, services and suppliers from within the precinct. The Association distributed around 600 guides at the event.

SRBA also ran a competition to drive consumer database subscribers – incentivised by special offers that precinct businesses generously put forward. This year, the competition involved three \$100 vouchers and attracted 86 entries.

Historical Walking Tours

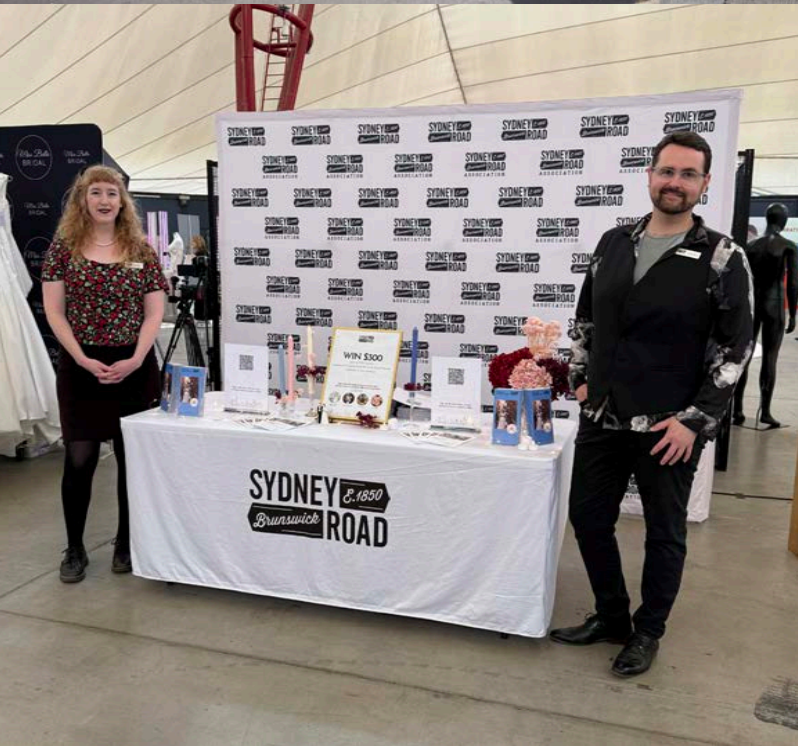
SRBA greatly values the outcomes these tours continue to deliver not only for the precinct, but for the important documentation of the area, showcase of business, and opportunity to connect with more consumers.

Delivered in collaboration with the Brunswick Community History Group, the tours in this financial year focused on the precinct's remarkable people and places.

Food Tours

SRBA partnered with local food experience business, Brunswick Kitchen, to deliver food tours focused on the diverse food and drink offering, and how its evolved to become part of the fabric of the precinct.

These food tours are kept as intimate experiences, capped at 10 persons, so not to overwhelm businesses, and to manage positive experiences. The first iteration of this new collaboration tour experience involved 5 businesses.



INITIATIVES AND OUTCOMES.

BUSINESS AWARDS.

The Association was delighted to deliver the precinct's first Business Awards in November 2025, designed to recognise the significant contributions of the business community, as voted by the public.

The Association recognises the hard work and passion that takes place within all the businesses throughout the Sydney Road Brunswick precinct, and these awards were a great opportunity for SRBA, and business's customers, to shine a light on how local businesses are:

- **Shaping a destination for everyone**, whether it be local residents, visitors or tourists to the area.
- **Contributing to a diverse economic landscape**, with the Sydney Road Brunswick precinct lovingly characterised by the worldly and varied nature of business.
- **Celebrating heritage, passion and pride**, with so many of the Sydney Road Brunswick precinct businesses upholding cultural heritage, celebration and passion.
- **Creating a supportive community**, with customers loving what businesses do, and appreciating the work that takes place to create the customer service and care that is cherished greatly.

The Awards were a great way to not only celebrate business, but also an opportunity to continue to reinforce the precinct as a destination to be experienced, and a destination for everyone.

In its inaugural year, the Awards attracted over 1,500 votes from the public, resulting in more than 50 finalists across 10 trophy categories.

In addition to the business category trophies, the program also awarded a Local Legend. This trophy was open for nomination towards people that make a difference, great or small, to the precinct. From business owners, to baristas, nail technicians, legal clerks, and passionate locals, the award was designed to recognise the positive human contribution toward the precinct.

Lastly, the awards included a trophy for People's Choice. This trophy was not open for public entry, but recognised the business with the most votes towards it, across all trophy categories and classes.

The Awards would not have been possible without the time, dedication and stewardship of the Award Committee, who volunteered their time to assess the finalists, review the public commentary and decide on the winners. The committee included representatives from SRBA as well as:

- Rania Fayad (Association Manager for the Central Coburg Business Association)
- Illona Nicola (passionate local foodie)
- Elissa Barlow (Retail and Experience Economy Officer at Merri-bek City Council).

Erica Hildebrant, from Lazer Eraser, who was awarded the trophy for Beauty and Body, as well as taking out the People's Choice trophy, commented *"What a blessing! I'm going to make this a big deal. Lazer Eraser started back in 2023, and for those of you who don't know, we offer such an inclusive and accepting environment. We don't care where you're from, your walk of life, or where you've been... All we care about is you. My team have worked so hard to make sure that all of you feel part of the community. We do not judge you. We don't care where you're from, or what you're there for, we accept you. We also have an amazing Barber, Larry, who couldn't be with us tonight, and who also offers a safe space. They believe in embracing you as an individual, and that IS Lazer Eraser. I want to thank my team, because you are so amazing, and without you we wouldn't be here. I also want to thank everyone who voted for us..."* Erica continued with *"All of us here tonight have contributed to the community. We all love our community, and we are here to be us, thank you"*.

The Association has been overwhelmed by the support this program received in its first year, and looks forward to hosting the Awards on an biennial basis, with the next to take place in 2027.

2025 WINNERS AND FINALISTS

Retail Trophy

Winners

Epic Vintage

for Best Secondhand, Vintage or Op Shop

Cheaper Buy Miles

for Best Grocer, Supermarket or Specialty Food

Finalists

Fashion Queen

Zerya

Mediterranean Wholesalers

Terra Madre

Pure Poultry

Epilepsy Foundation Op Shop Brunswick

Savers ®

Curiosities curated by The Jacob Miller Show

Hospitality Trophy

Winners

Choukette

for Best Café or Restaurant

Green Refectory

for Best Café or Restaurant

Finalists

A1 Bakery

Tabet's Bakery

The Brunswick Green

Mamma's Boy Trattoria

Royal Stacks

Mokum

Crispy Crunch

Kevabs

Health and Wellness Trophy

Winner

Brunswick Chiropractic Clinic

for Best Wellness Centre, Collective or Service

Finalists

Brunswick Life Dental Clinic

Melbourne Animal CT

Centre Self Collective

A Space of Subtle Bodies

Beauty and Body Trophy

Winner

Lazer Eraser

for Best Tattoo or Piercing

Finalists

The Barber Shop Café

Quick Shape Hair

Grace Gold

Beauty Xtasy

Professional Service Trophy

Winner

Non Stop Legal

for Best Legal Service

Finalists

Uniting Asylum Seeker Welcome Centre

Yellow Brick Road

Commonwealth Bank

Yassine Lawyers

YPA Brunswick

Wedding and Special Events Trophy

Winner

Makkah Decorators

for Best Venue, Theming or Décor

Finalists

Miss Bella Bridal

Belle et Blanc Bridal Boutique

Duchess Boutique

Laila Reception

Local Legend Trophy

Winner

Tracey Lister

People's Choice Trophy

Winner

Lazer Eraser





INITIATIVES AND OUTCOMES.

BUSINESS DEVELOPMENT.

Business Networking and Professional Development

The Association continues to place emphasis on providing precinct businesses with opportunities to come together, meet each other, and start conversations around potential collaborations.

This financial year saw SRBA conduct four events for businesses, providing a platform for business feedback, engagement and connection – both with each other and the Association. The events consisted of a:

- Networking Lunch
- Annual General Meeting and Business Awards
- Networking Evening
- Networking Breakfast

Within networking events, the Association delivered three professional development opportunities, following the Association's previous decision to move away from large workshop sessions (due to large costs and minimal engagement). Bite size sessions, combined with networking and social opportunities, have proven much more successful - with the following topics covered:

- Small business branding and Intellectual Property, led by By George Legal
- Sydney Road Street Party Marketing and Preparations, led by Ailsa Page of AP Marketing Works
- Business Insurance Tips and Cost Savings, led by LUMA Insurance

Coffee Collaborations

The Coffee Collaborations initiative is where participating businesses are randomly paired, to meet up for a coffee (paid for by the Association), and discuss what they do, and if there may be any opportunities for collaboration or information sharing. To date the initiative has welcomed 8 sign ups, with 2 taking place this financial year.



INITIATIVES AND OUTCOMES.

PRECINCT COLLATERAL.



Secondhand and Vintage Guide

The Sydney Road Brunswick precinct's Secondhand and Vintage Guide showcases all the businesses within the precinct that contribute to sustainable or small maker shopping practices. The main focus of this Guide is the precinct's secondhand, opportunity and charity aligned businesses, with additional listings for designer, boutique and other businesses aligned to the expected customer journey within these categories.

This Guide gets printed on an annual basis, with distribution throughout the year to businesses (for their customers), at events and activities, as well as through the Hub and local universities and more.

Bridal and Wedding Guide

The Sydney Road Brunswick precinct's Bridal and Wedding Guide collectively represents, and cohesively lists, all the businesses that contribute to the precinct's comprehensive bridal and wedding offering

This Guide gets printed on an annual basis, and is launched at the Melbourne Wedding and Bride Expo, with distribution also throughout the year to businesses (for their customers), at events and activities, through the Hub and more.

Eating and Venue Guide

The Sydney Road Brunswick precinct's Eating and Venue Guide collectively represents, and cohesively lists, all the food, drink and fun businesses from within the precinct, that also collectively contribute to the area's well known multicultural and diverse taste offerings.

This Guide gets printed on an annual basis, and launched at the Sydney Road Street Party, with distribution also throughout the year to businesses (for their customers), at events and activities, as well as through the Hub and local universities and more.

Professional and Health Services Guide

The Sydney Road Brunswick precinct's Professional and Health Services Guide is the precinct's go to communication piece for the community, showcasing all precinct businesses that provide professional services, medical or other like-minded services.

This Guide gets printed on an annual basis, with distribution throughout the year to businesses (for their customers), at events and activities, as well as through the Hub and local universities and more.

INITIATIVES AND OUTCOMES.

ADVERTISING, EDITORIAL AND SPONSORSHIP.

Brunswick Voice Precinct Advertising

SRBA understands the importance of marketing to local audiences, and continues to invest in local advertising to not only market the precinct generally, but also to promote specific activities and events.

The Association placed advertising with Brunswick Voice in all of their publications which fell into the financial year.

The hyperlocal audience of the Brunswick Voice, and its independent nature, make it an ideal channel for SRBA to support through purchasing advertising, but to also communicate with its audiences.

Beat Magazine Precinct Advertising

The Association placed advertising with Beat Magazine in their December and March editions.

The December edition promoted the diverse nature of the precinct, as well as the Festive Art on Windows program that was on display at the time.

The March edition of the Magazine was used to promote the 2026 Eating and Venue Guide, which had launched that month.

Melbourne Wedding and Bride Magazine

Every year, in combination with the Melbourne Wedding and Bride Expo, the Association books in a full page advertisement and quarter page editorial, to promote the Sydney Road Brunswick Bridal Precinct – a wedding destination widely recognised as one of the most comprehensive and well established.

Merri-bek Summer Show Sponsorship

SRBA continues to sponsored the People's Choice Award at the Merri-bek Summer Show, held in the Counihan Gallery.

This sponsorship provides the Association with access to communicate and connect with the artist audience base in Merri-bek.

Brunswick Music Festival Sponsorship

SRBA continues to sponsor the Brunswick Music Festival, supporting the positive attraction and showcase that takes place for the Sydney Road Brunswick precinct - which is heavily showcased through overall programming, as well as the Sydney Road Street Party.

This sponsorship provides the Association opportunity to showcase the precinct to broader audiences.



INITIATIVES AND OUTCOMES.

PROMOTION AND PRESENTATION.

Precinct Consumer Merchandise

The Association continues to deliver merchandise for the precinct, in the form of tee shirts and tote bags.

These products, which are available for purchase from SRBA run events and activities, as well as at the Hub, continue to be a crowd favourite not only for the local community, but also for visitors and tourists. Additionally, many also purchase the merchandise as gifts for friends and family overseas.

Limited Edition Socks

The Association invested in 150 limited edition Sydney Road Brunswick precinct socks ahead of winter, for sale not only from the Association Hub, but also precinct retailers too.

The socks proved as a great way to manufacture a sense of FOMO (fear of missing out), and have passionate locals engaged with the brand to secure a pair.

Food and Entertainment Photoshoot

The Association places emphasis on having current and accurate marketing imagery that can be used to clearly define and articulate the precinct and its businesses. Importantly, the Association strives to have images that can depict the marketable uniqueness and personality of the businesses and precinct.

In this financial year, the Association coordinated a photoshoot with Nicole Cleary, focusing on the food, drink and entertainment aspects of the precinct.

The photoshoot included: Lunar by Hikari, Subculture Brewing Company, Royal Cue Billards, Palomino Bar, Eat24, The Bergy Bandroom and The Bergy Seltzer. Further supporting the local community, and communicating sincerity in content creation, SRBA engaged Brunswick locals to participate as models in the photoshoot.







INITIATIVES AND OUTCOMES.

DIGITAL MARKETING.

The Association's digital presence is led by Facebook and Instagram, which are updated regularly, with YouTube and TikTok playing a complementary role.

Alongside ongoing content creation for precinct businesses, events and broader community activities; this financial year saw the Association deliver its first Digital Marketing Plan, with outlined frameworks for business inclusion and involvement, across paid and organic activity, as well as digital projects and activities such as the relaunched Ambassador Program, Hamper and Experience Competitions and much more.

Facebook

Followers: 18,464 (with 746 new followers)

Views: 2,436,121 (an increase of 1.5%)

Content Interactions: 5,884 (an increase of 7.6%)

Profile Visits: 16,309 (an increase of 8.7%)

Meta Ads Impressions:

Bridal: 336,166

Professional Services: 345,255

Food, Drink and Fun: 317,834

Retail: 359,003

Branding: 346,924

Instagram

Followers: 14,415 (an increase of 32%, (2,313)

Views: 1,450,015 (an increase of 124.03%)

Content Interactions: 35,240 (an increase of 887.7%)

Profile Visits: 17,576 (an increase of 5%)

TikTok

Followers: 1,628

Likes: 1,500~

Video Views: 108,000~

Profile Views: 1,400~

Comments: 78~

Shares: 415~

YouTube

Subscribers: 132 (an increase of 15)

Views: 3,300

Watch Time: 45.3 hours

Google Analytics

Unique Users: 97,844

New Users: 209,211

Page Views: 169,136

Top Page Views:

- Home Page
- Customer News Article: Sydney Road Street Party
- Directory
- Offers and Promotions
- Customer News Article: Business Awards

Top Landing Pages:

- Newsletter subscribe pop up
- Home Page
- Customer News Article: Sydney Road Street Party
- Customer News Article: Business Awards
- Business Listing: La La Land

Consumer Database and EDMs

Sitting at 6,941 active subscribers, which represents an increase of 11%.

SRBA use EDM to communicate upcoming consumer orientated events, activities and initiatives within the precinct; profile businesses, and promote special offers and activities by the businesses.

SRBA grow the EDM database through a number of activities and touchpoints, including website call to actions, at events, via incentive programs, and on an ongoing basis at the Hub.

sydneyroad.com.au Website Redevelopment

The Sydney Road Brunswick Association uses its website as a central source of information for the businesses represented, the events and activations delivered, and to get community members involved where possible.

The redevelopment project has enabled the website to better cater to the following target markets and deliver on their respective priorities:

Businesses

- Act as a central source of information for businesses
- Provide key information on activities and events created for businesses

Consumers

- Act as a consumer-friendly directory for consumers, listing all the businesses in our precinct
- Act as a platform to effectively promote our consumer facing events and activities, which are delivered to assist in driving foot traffic to the precinct
- Act as a destination awareness platform, promoting the precinct and eclectic businesses

Third Parties

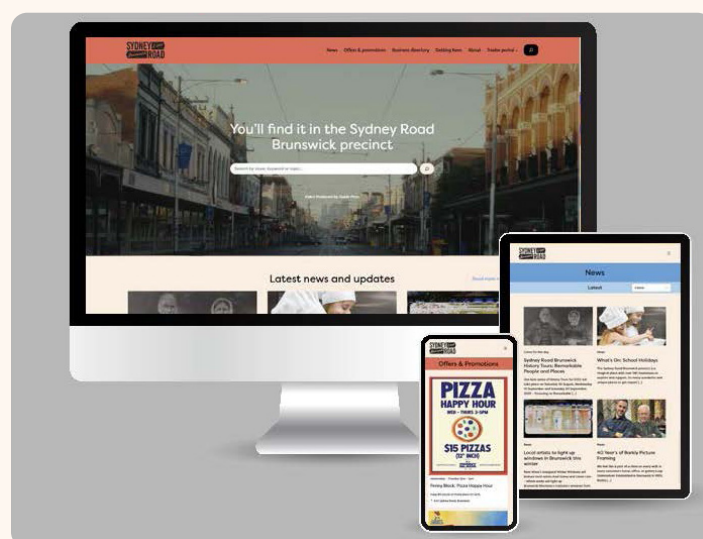
- Act as a central source of information regarding opportunities, delivered by the Association to promote the precinct and businesses.

Client Relationship Management

Furthermore, the new website incorporates a modern Client Relationship Management platform so that SRBA can integrate all its business information into one portal, increasing data security and enabling stronger integration.

Project Timings

The overall project has taken over four months to complete, as it also had integrated with it a complete data reconfirmation of all the businesses that SRBA represent. This means that the data included in the CRM was as up to date as possible.



INITIATIVES AND OUTCOMES.

VISITATION AND TOURISM.

The Association continues to place importance not only on the locals who live and breathe the precinct, but also on attracting tourism and visitation from further afield.

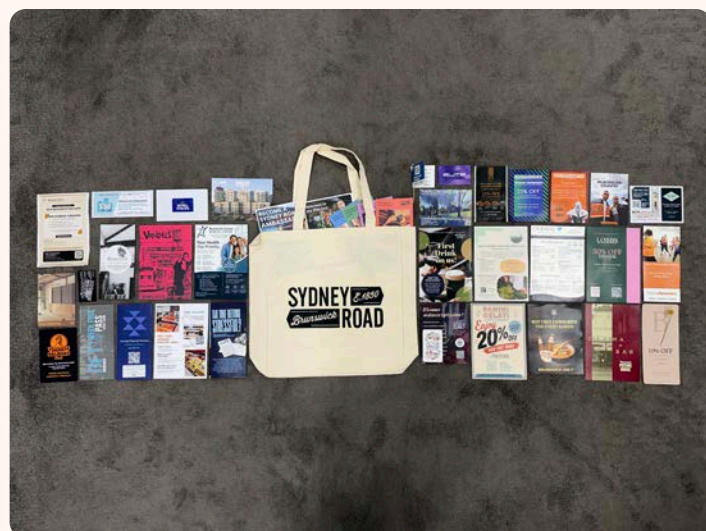
Welcome Bags - Residential Complex

The Association provided 490 Welcome Bags to the residents of the newly completed MIRVAC LIV Albert residential apartment complex, which included special offers and promotions from businesses within the Sydney Road Brunswick precinct.

Residents who moved into the complex range from single persons, young families, retirees and empty nesters – taking advantage of the apartment's proximity to the main shopping strip, transport options and accessibility.

The Welcome Bags, which are a continuation of a similar initiative delivered in the previous financial year for another developer, offer businesses with a unique opportunity to market and promote themselves to new residents to the area. For the new residents, the Welcome Bags offer an opportunity to feel welcomed into the local community, and feel connected from the moment they move in.

The Sydney Road Brunswick precinct will, over the coming years, experience immense investment from the State Government via their medium and high-density living plans, and these Welcome Bags are a great way for the precinct to connect with the new locals moving in. SRBA looks forward to continuing this initiative with future development projects in the area.



Street Entertainment

Street Entertainment, whilst not necessarily trackable in terms of its outcomes for the precinct, offer an opportunity to create a sense of quirkiness and theatre.

The Association has, over the financial year, invested in street entertainment when it has been in connection to other activities taking place by SRBA. This period of time saw festive season and Easter aligned characters and street performance, as well as facepainting.

This financial year also saw the Association investigate the opportunity for busking in the precinct, to support and align entertainment with the overall creative nature of the precinct and suburb more broadly.

The Association notes that this initiative around encouraging a busking culture in Brunswick is yet to commence – but remains an activity to invest in.

New for this financial year, and to be invested in again in the coming financial year, was the precinct's first awkward Christmas family photos pop-up, which saw a professional pop-up and invited people for a free awkward Christmas photo – with props and outfits aligning to a nostalgic 80's outcome. This was well received by the public and is on the activity list for future years, for growth and expansion.



INITIATIVES AND OUTCOMES.

PLACE.

Graffiti Management

Graffiti within the Sydney Road Brunswick precinct is an ongoing issue that requires ongoing attention and intervention.

SRBA continues to work with the Brunswick Police Station and Merri-bek City Council on combatting the issue, with:

- Ongoing communication to businesses on cleaning and removing
- Ongoing communication to businesses on the importance of reporting
- Ongoing relationship nurturing with Council and their Cleansing Unit

SRBA arranged for the removal of 163 instances of graffiti on businesses within the precinct. SRBA continues to maintain mural projects that have been coordinated previously by the Association.

The Hub continues to distribute Graffiti Removal Kits for businesses – removing the need for business operators to go through the existing Council operated systems and allow the kits to be more readily available.

Bin Wraps

The Association places emphasis on having destination welcoming bin wraps within the Sydney Road Brunswick precinct, communicating a sense of arrival with visitors and locals.

This year, the wrap design and their installation method, went through a rediscovery process – to move away from using unsustainable corflute materials and to create a new graphic that is visually prominent and appropriate to the destination, its business mix, and the overall aesthetic of the area.

Through a Request for Quotation process, and subsequent meetings with potential suppliers, the Association awarded Inspired Printing for bin wraps, and switched to a decal application directly onto bins, rather than corflute panels. Furthermore, the Association opted for a coated outcome that would allow for graffiti cleaning, without substantial damage to the applied creative outcome.



INITIATIVES AND OUTCOMES.

ORGANISATION AND COMMUNICATION.

Annual Business Survey

Every year the Sydney Road Brunswick Association conducts the business survey to get an up-to-date understanding of the businesses within the precinct, how businesses are going, and to understand if there are ways the Association can better deliver for the business base and precinct.

Importantly, we also compare the data with previous years, to assist SRBA and its Committee in identifying any trends that may be opportunities.

This year, the survey gained 115 responses.

Annual Consumer Survey

Every year the Association conducts a consumer survey to understand who the Sydney Road Brunswick precinct shopper is, and what their motivations are. These results assist SRBA in delivering continually aligned marketing and initiatives towards local and visitor audiences.

SRBA also compare the data annually to identify any trends or potential opportunities that may exist.

This year, the survey received over 300 responses.

Quarterly Business Check-ins

The Association trialled quarterly business check-ins this financial year, as a more immediate survey of businesses, on a more regular basis. The intention being that the Association may be able to see, and respond to, issues in real time – as opposed to only seeing the issues come through the Annual Business Survey data. Following trials of the survey for 3 rounds of quarters, it was decided to pause this concept, in favour of in person visits and physical check-ins – which take place monthly with the newsletter distributions.

Business Welcome Kit

A key component to the Association's interactions with new businesses and business owners is the Business Kit. This communication piece discusses who the Association is; the purpose, vision and outcomes that SRBA work towards; and importantly, tips and resources for successfully doing business not only within the precinct – but within the overall Merri-bek area.

Business EDMs

SRBA use email communications as an important connector between the Association and business base. SRBA communicate via EDM to send monthly newsletters and to inform on topics of interest and importance. SRBA use EDM also to highlight any initiatives, events and/or activities coming up that businesses may wish to participate in.

Business Newsletters

SRBA deliver printed newsletters to the businesses represented monthly (with the exception of January), which is used to disseminate important information regarding the precinct, activity centre and other items of relevance or importance to businesses. SRBA use the newsletter also to highlight initiatives, events and activities that businesses may wish to participate in, organised by the Association.



INITIATIVES AND OUTCOMES.

ASSOCIATE MEMBERSHIP.

The Sydney Road Brunswick Association recognises the importance of collective representation, presentation, business development and marketing; and extends the benefits of its purpose to businesses outside of the Special Charge perimeter via Associate Membership. The intent is to better represent the Sydney Road Brunswick precinct businesses, providing more holistic economic support, and collectively lifting the local business community.

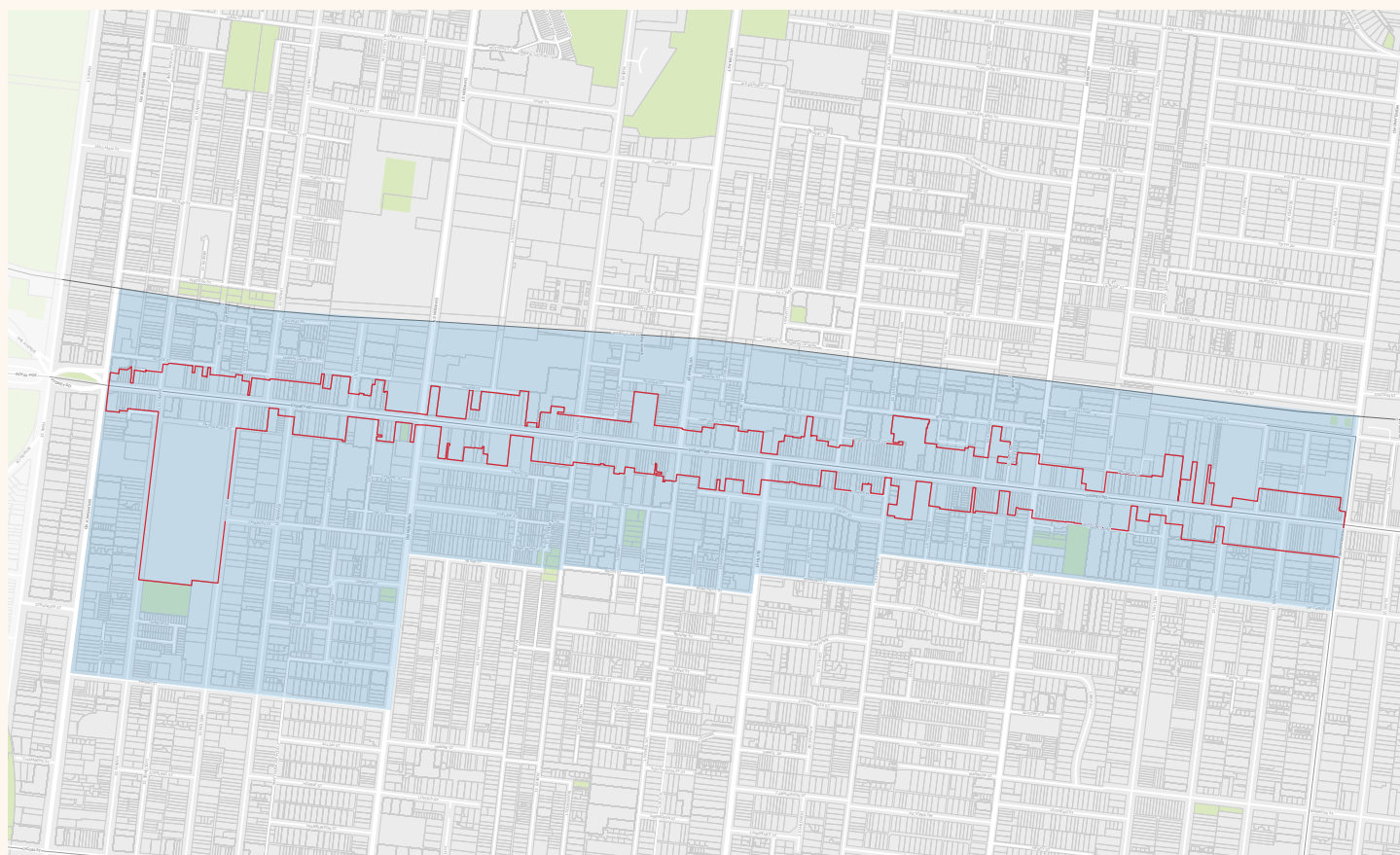
Associate Membership provides businesses outside of the Special Charge perimeter (but within a secondary boundary) with the opportunity to have greater support and inclusion by the Association and enjoy the benefits of a credible, business-first, organisation over 30 years strong.

Associate Membership, which was officially launched earlier this year, is designed to assist and support an area that SRBA incidentally already represents through holistic conversations and advocacy, by establishing an opportunity for formal framework and inclusion – which increases the Association’s ability to act in good governance and with clear guidelines.

The Association looks forward to working with businesses in the Associate Member boundary, to explore bringing them into the Special Charge Scheme, from 2028.

Associate Member Map

With the blue shaded area noting the Associate Member boundary, and the red line noting the Special Charge Scheme boundary.



INITIATIVES AND OUTCOMES.

ADVOCACY AND SUPPORT.

The power of collective representation and support doesn't always impact, or impress on, all members of the business community at any one time. The Association has also supported precinct businesses on more localised issues or concerns.

Keeping the lights on, on Valentine's Day

The Association was able to support businesses in the vicinity of Albert Street on Sydney Road, and stop planned electricity outages that were scheduled to take place on Valentine's Day 2026.

The businesses had tried to engage in conversations with CitiPower, about the planned outage and its ability to cause real financial loss, to no avail. On escalation to the Association, SRBA was able to amplify the business's concerns, further supporting its notion under the broader impact umbrella of the precinct, and successfully had the planned outage stopped.

State Government's Activity Centre Planning

The Association Manager participated in a community consultation process delivered by State Government, to contribute to conversations around the precinct's needs and demands, both now and into the future – on existing and needed infrastructure.

Over two days, the consultation covered many aspects of community needs and expectations in regards to the long term projects – and contributed towards a collectively agreed to statement of expectation.

Business Parking Permits

The last financial year has involved extensive conversations around precinct access, amenity and infrastructure; with parking and transport a key part of those conversations. To support the Association's work on these topics, SRBA surveyed all businesses on parking and access, establishing an understanding that continues to feed into meaningful conversation.

Thanks to the data, the Association has successfully had a pause placed on new business parking permits in oversubscribed parking lots, where the permit wouldn't provide fair opportunity for a car park on the allocated lot.

Yarra Trams Night Time Investigative Works on Sydney Road

Ahead of Yarra Trams' intensive and high impact works that took place in September of 2026 on Sydney Road, there were planned investigative works taking place that saw sections and lanes of the road temporarily closed whilst they performed explorative works at night. Businesses advised that they hadn't been made aware and were concerned.

The Association made immediate enquiries to Yarra Trams, to understand their stakeholder management and communication plan. With insufficient information and notice given to businesses, the Association was successful in having these initial works postponed, to allow for a stronger awareness and engagement process with impacted businesses.

Further to the above, this communication train established integral expectations and standards, by the Association, that then led into a more transparent and informative outcome in later months.



Brunswick Neighbourhood Watch

The Sydney Road Brunswick Association has been working with passionate locals over the course of the 2025/26 financial year, to support the establishment of a Neighbourhood Watch for Brunswick – with the intention that its establishment will provide for continued and expanded community connection, awareness and communication.

The Sydney Road Brunswick precinct, and Brunswick more broadly, is not without its concerns around safety and security; and with ongoing human resource issues faced by Victoria Police, a hyper-local (and community centric support) will hopefully work favourably towards reporting and safe responsibility of not only local residents, but businesses too.

Proactive Policing

Since the policing presentation, the Association has remained engaged with the local Brunswick Police Station, and in particular the Proactive Policing Team – where SRBA continues to seek support for businesses not only trying to create safe environments for their staff and customers, but also as a support for businesses who have been victim to break-ins or other antisocial behaviours.

Businesses are willing and wanting to understand how they can create positive environments, and limit negative activity – and the proactive policing team have been an integral part of that ongoing conversation.

A future proofed, and accessible, precinct

The Association has continued to call for balanced transport and infrastructure upgrades, that meet actual demands and future considerations.

The Association remains committed to, and consistent with, original calls announced in 2023 – where SRBA requested a Precinct Plan be developed. The Precinct Plan should not just be an isolated response to broader transport calls, but also consider the Brunswick Activity Centre, its use and demand, and the expectations put to it, both from a local and visitor lens.

SRBA believe that an appropriate outcome and balanced plan can be created, addressing many opportunities, growth and demand indicators.

For changes like this to be considered properly, SRBA believes that Council (and/or the State Government) should bring stakeholders and representatives together, so that productive and thoughtful conversations can be had in a group setting, with considerations explored and developed into potential outcomes for surveying.

SRBA believe that a proper precinct plan needs to be developed so that the precinct can respond and evolve purposefully and strategically, with consideration for the experience and safety of everyone, while remaining economically viable towards businesses on and around Sydney Road in Brunswick – both now and into the future.

PRECINCT.

BUSINESS MIX.

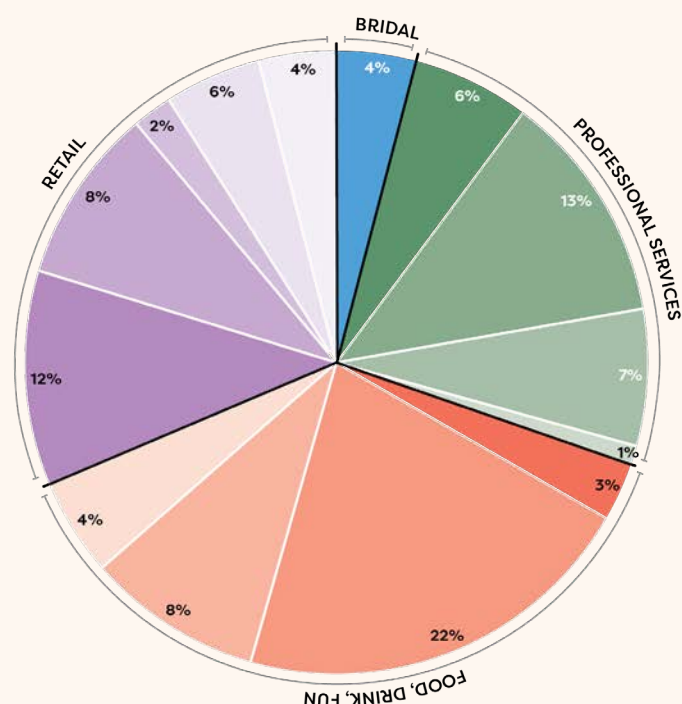
The precinct of Sydney Road Brunswick continues to attract a diverse range and mix of businesses, with the precinct welcoming 69 new businesses and rebrands in the past financial year.

The precinct has also recorded 46 businesses that have closed in the past financial year (increase of 3 on the financial year prior). Whilst there is movement, there remains stronger investment than detracting.

To understand the overall business mix for the precinct, the Association broadly categorises all businesses into either Bridal, Professional Services, Food Drink Fun, or Retail. Within these overarching categories are a number of subcategories (as shown in the pie chart).

Overall, the precinct's total number of businesses has remained at 575 for two financial years in a row.

Business Mix Breakdown	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
Bridal	27	22	22	22	21
Business Services	126	129	140	156	158
Food Drink Fun	199	205	218	222	220
Retail	170	169	165	175	176
	522	525	545	575	575



2026 Business Breakdown

- BRIDAL**
 - Gowns, Stationery, Planners & Decorators: **21 | 4%**
- PROF. SERVICES**
 - Financial & Legal Services: **35 | 6%**
 - Health & Community Support Services: **77 | 13%**
 - Professional Services: **38 | 7%**
 - Real Estate & Travel: **8 | 1%**
- FOOD, DRINK, FUN**
 - Arts & Recreation: **18 | 3%**
 - Cafes, Restaurants, Takeaway & Bakeries: **129 | 22%**
 - Entertainments, Bars & Venues: **48 | 8%**
 - Fresh Food & Groceries: **25 | 4%**
- RETAIL**
 - Body & Beauty: **67 | 12%**
 - Clothing & Jewellery: **44 | 8%**
 - Electronics, Computers & Phones: **10 | 2%**
 - Gifts, Homewares & Furnishings: **33 | 6%**
 - Misc.: **22 | 4%**

Business total: 575

PRECINCT.

VACANCY RATES.

The Sydney Road Brunswick precinct has seen an incredibly positive shift in the vacancy data, when compared to the previous year, with this year the overall vacancy percentage sitting at 11.36%.

This financial year has seen the vacancy data improve on the last five years, year on year, with the overall vacant shop/space percentage sitting at 11.36% of the overall precinct (0.86% less than 2024/25 FY, which reported 12.22%), noting that this also includes unavailable shopfronts and spaces which aren't available for lease but are empty.

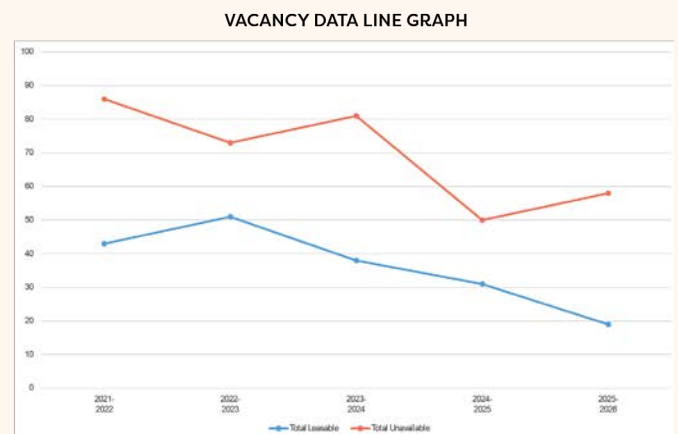
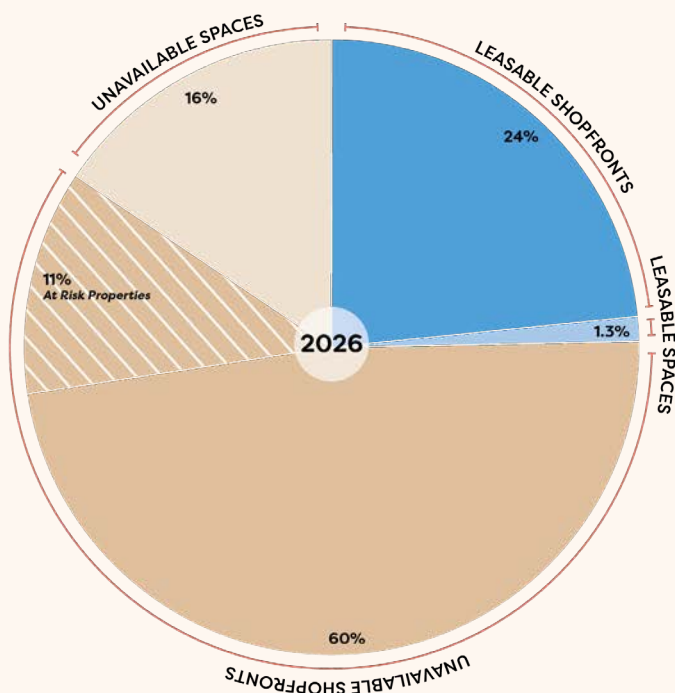
Shopfronts and spaces that are publicly available for lease within the precinct has dropped to 3%, which represents a trending decrease over four years (with previous figures being 8%, 6% and then 5%).

The concern for the Association and precinct is that 58 of the total 77 places and spaces are empty, and not publicly available for lease.

Spaces and places that sit vacant and unactivated encourage anti-social behaviour – greatly impacting the customer experience and perception, as well as greatly impacting business appeal and feelings of overall safety.

SRBA actively tracks what the Association refers to as At Risk Properties. Simply, these are properties that are empty, and either falling into disrepair or attracting increased levels of anti-social behaviour. Of the overall 77 empty (leasable and non-leasable) places and spaces, 9 properties fit these criteria and for part of ongoing conversations.

The following pie chart illustrates what the overall 11.36% vacancy figure is made up of, in visual context. The following line graph outlines the total leasable and total unavailable property trends, for the precinct.





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The Sydney Road Brunswick Association (SRBA)
thanks its members, businesses, stakeholders and
collaborators for their ongoing support and involvement.