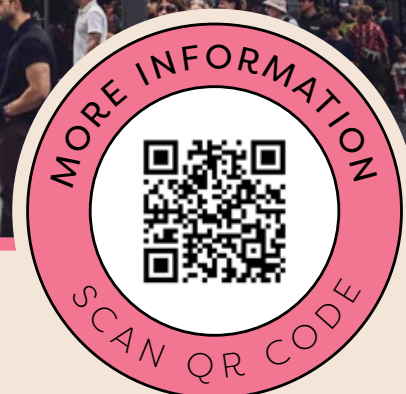


SYDNEY E.1992
Brunswick ROAD
ASSOCIATION



**SYDNEY ROAD STREET PARTY
APPLICATIONS ARE OPEN!**

Merri-bek City Council's Festivals Team (the event managers) is now inviting applications from businesses to be part of the Sydney Road Street Party 2027.

The event transforms Sydney Road Brunswick into one of Melbourne's most-loved street festivals, featuring multiple live music stages; more than 100 stalls from precinct businesses and surrounds; and, family-friendly entertainment.

The event attracts people of all ages and backgrounds, creating a lively and welcoming atmosphere, and a perfect opportunity to connect with a large and diverse audience. The 2026 event welcomed between 50,000 and 55,000 people.

The Street Party takes place along Sydney Road, with the road closed to traffic between Brunswick Road and Victoria Street for the duration of the event.

Applications close Wednesday 28 October at 11:59pm. Scan the QR code for more information, or visit bit.ly/2027-Street-Party

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

A NOTE FROM SRBA Manager: Troy Stuchbree

The Sydney Road Brunswick Association acknowledges and thanks the commitment of the volunteer Committee of Management – who contribute their leadership, time and expertise to the prosperity of the Sydney Road Brunswick precinct and businesses.

As we reflect on the year and look ahead, we are incredibly grateful to all those who have participated in, and contributed towards, our presence here and our capacity for the future.

As an incredibly active program and Association, the last financial year saw the delivery of more than 60 outcomes for the precinct; and within this, more than 5,000 occasions of business involvement and direct business referencing.

Whether in collateral, events and activations; professional development; advocacy, advertising or editorial; digital marketing, tourism and presentation; or, communication – the Association works to ensure fair inclusion across the entire precinct.

The Association continues to participate and advocate for the best interests of businesses and the precinct, stepping in to ensure key messages aren't dropped, and to do necessary groundwork to support stronger cut-through.

The precinct continues to attract a diverse range of businesses, welcoming 69 new businesses and rebrands, with the total number of businesses in the precinct remaining at 575.

Vacancy rates continue to see a positive shift, with the overall percentage sitting at 11.36%, and a publicly available to lease percentage of just 3% – both figures have decreased, year on year.

At the Annual General Meeting, held on Monday 5 October, the Association and Members accepted the renomination of the following Committee Members, as well as the addition of a new Committee Member at the subsequent Committee Meeting. They are:

- Julie Cini, continuing as President
- William Ewing, continuing as Treasurer
- Onur Kurt, continuing as a General Committee Member
- Diana Samaydi, continuing as a General Committee Member
- Dom Perri, accepted as a General Committee Member



With the conclusion of the AGM, and subsequent Committee Meeting, the Association thanks its nine Committee Members for volunteering their time and expertise towards the ongoing prosperity of the precinct and its businesses.

SRBA welcomes expressions of interest from Members to join the Committee of Management. Please email info@sydneyroad.com.au for more information.



SRBA AGM: DIGITAL MARKETING RESULTS

The Sydney Road Brunswick precinct's social media strategy follows the newly established digital marketing plan.

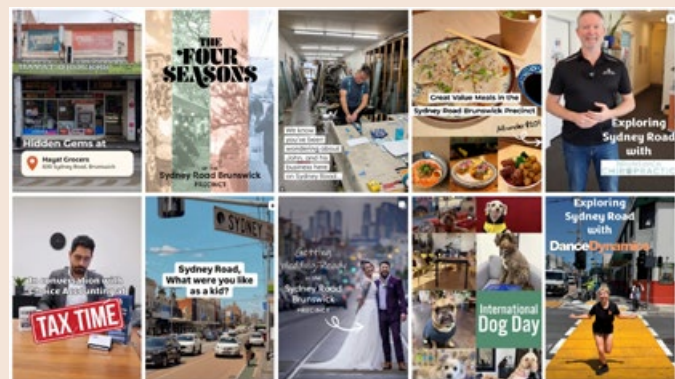
The plan aligns with the Association's overall business strategy to promote the businesses and precinct as a unique destination for retail, food, entertainment, bridal, professional and health services.

The precinct has accounts on the main consumer-facing social media platforms, with Facebook and Instagram serving as primary, supported by TikTok and YouTube. Across these platforms, we continue to see steady growth in key social media metrics: views, reach and engagement.

This financial year the Association posted 683 pieces of long-term profile content, with an additional 260 stories shared. The content generated 3,997,436 views across all channels, with over 1,335 precinct business features.

Alongside ongoing content highlighting businesses, events, the community and the precinct more broadly; the Association delivered four dedicated digital marketing campaigns throughout the financial year. These focused on supporting local in the lead-up to the festive season, celebrating female-led businesses for International Women's Day, promoting the Business Awards and encouraging participation in the Easter Egg Hunt.

Our top performing post, was a video promoting the precinct in the lead up to the Sydney Road Street Party; receiving over 69,000 views across Facebook and Instagram with over 1,000 interactions.



BUSINESS FEATURES

- Magnolia in [Time Out](#)
- Vandels Bakery in [Urban List](#) and [The City Lane](#)
- Edinburgh Castle Hotel in [Beat](#)
- Bergy Bandroom in [Beat](#)
- Franco Cozzo in [The Age](#), [Brunswick Voice](#) and [ABC News](#)
- Vandels Bakery, Luthers Scoops, Fluffy Torpedo, Cumbe, A1 Bakery, Eat 24, K & H Hot Bread Bakery, The Forager's Fork, Lunar by Hikari, Ramen Misoya Sake, Miss Moses & Welcome to Brunswick in [The City Lane](#)
- Joey Smalls in [Beat](#)
- Bougatsaki in [Broadsheet](#), [Greek City Times](#), [Sydney Morning Herald](#) and [The City Lane](#)
- Da Bepi in [Concrete Playground](#)

Links available in email version of newsletter.



AGM WRAP UP: KEY TAKEAWAYS

The last financial year saw the delivery of more than 60 outcomes for the precinct; and within this, more than 5,000 occasions of business involvement and direct business referencing. Some of these activities included:

- business development support with a focus on insurance, intellectual property and SRSP marketing
- continued partnership with the Brunswick Community History Group to deliver history tours
- collaboration with Brunswick Kitchen to deliver food tours
- annual precinct discovery programs such as Festive Art on Windows and the Easter Egg Hunt.
- ongoing advertising through media outlets / sponsorship
- relaunch of sydneyroad.com.au, which has seen the website and its user experience enhanced, incorporating additional features to support businesses.
- ongoing graffiti targeting, with 163 instances removed and continued business support.
- Welcome Bags for residents moving into MIRVAC properties, with over 400 delivered in the period.

And, most notably, the precinct's first Business Awards – which recognised the significant contributions of the business community, as voted by the public.

The Awards attracted over 1,500 votes, resulting in more than 50 finalists across 10 trophy categories – showcasing both the business mix and community members who positively contribute to the area.

Advocacy is an ongoing priority, with the Association actively participating in conversations and considerations, both in immediate outcomes and long-term planning.

The Association in this period was:

- successful in keeping the lights on for businesses on Valentines Day – pushing back when CitiPower had works planned.
- successful in having oversubscribed business parking permits paused, or monitored, in acute locations – with conversations at a broader level ongoing around infrastructure and amenity.
- successful in delaying Yarra Trams' initial investigation works, due to insufficient communication and awareness. This then led to greater collaboration with the Association in later months, for their high impact works.

For more information, and a greater overview of all the activities completed, please see the Association's Annual Report via the QR code, by visiting bit.ly/annual-report-2025-26, or collecting a physical copy from the Hub.



MAINSTREET AUSTRALIA/AMEX BACKING SMALL RESTAURANTS GRANT OPEN

American Express, in partnership with Mainstreet Australia and the International Downtown Association (IDA) Foundation, is encouraging eligible small restaurants, cafes, bars and pubs to apply for the grant program.

This year marks the fifth year of the program, once again offering 15 grants of AUD \$20,000 to small, independently owned restaurants in Melbourne and Sydney.

This is your chance to secure funding that supports your growth and sustainability. From kitchen upgrades to digital innovation, these grants are designed to help your business thrive.

For more information, scan the QR code or visit bit.ly/amex-grant-26.



UPCOMING EVENTS

FESTIVE ART ON WINDOWS

The Association is again working on the annual favourite, Festive Art on Windows program, with 20 windows on board for the part of the precinct that it will take place in for 2026; between Brunswick Road and Phoenix Street.

The painting day this year will be Saturday 28 November, with artwork remaining on the windows till January 2027.

Applications are currently open, and we are receiving wonderful festive concepts in the form of celebrating the joy, nostalgia and togetherness that is synonymous with the festive season.

The program creates a largescale display of creativity within the Sydney Road Brunswick precinct, showcasing artists from near and far, and creating a walkable attraction during the festive season. This program will:

- Generate foot traffic and bring people to the Sydney Road Brunswick precinct
- Showcase a unique and authentic experience
- Bring the festive spirit to the precinct
- Create social media content
- Draw attention to participating shopfronts

AWKWARD FAMILY PHOTOS

In 2025, the Association collaborated with Hot But Not Portraits to bring the community festive Awkward Family Photos. It was such a roaring success, with a line down Sydney Road, that we're doing it again!

Mark your calendars and get in early if you want to grab yourself a gawky pic in a festive outfit. Save the date – Saturday 28 November. Location TBC.



NEW BUSINESSES (past 12 months)

CIAO MAMMA! @3 UNION ST

Ciao Mamma is a gluten-free-accredited Italian restaurant in central Brunswick, Melbourne. Traditional recipes are reimaged without gluten so everyone can share a table. Guests enjoy handmade pasta, wood-fired favourites, and comforting classics, all prepared with fresh, quality ingredients and a generous Italian spirit. Whether it is a family dinner, a date night, or a celebration with friends, Ciao Mamma offers authentic flavour, warm hospitality, and food made with care.

AM PM CAFE + BAR @341

AM PM Brunswick was built on a simple idea: everyone deserves a place to pause, connect and feel at home. Rooted in genuine hospitality, it brings people together through warm service, good food, drinks, and conversation. By day, AM PM serves specialty coffee alongside modern brunch and lunch. By night, it transforms into a relaxed neighbourhood bar with vinyls, good music, comfort food, share plates, cocktails, local beers, and wine. Independent, welcoming, and full of character, AM PM is proud to be part of Brunswick.

ROSIE BEAUTY @541

Rosie Beauty specialises in enhancing natural confidence through expert beauty treatments and relaxing self-care experiences. Offering a curated range of premium services, the salon provides lash extensions, cosmetic tattooing and Japanese-inspired head spa treatments. With a focus on precision, comfort and personalised care, Rosie Beauty creates a welcoming space where clients can take time for themselves while enjoying treatments designed to enhance their natural beauty and leave them feeling refreshed, confident and cared for.

BOOKAID ACCOUNTING SERVICES @580

Bookaid is an accounting, bookkeeping, and strategic business consulting firm supporting SMEs, startups, and growing enterprises across Australia. Founded by Nadia Elmoustafa, who brings over 25 years of financial management experience, Bookaid focuses on optimising cash flow, streamlining administrative operations, and maximising profitability. A registered TPB Tax Agent and Xero Bronze Champion, the firm offers full bookkeeping, payroll, tax compliance, BAS lodgement and strategic planning, along with NDIS Plan Management. nadia@bookaid.com.au | +61 421 161 577 | bookaid.com.au

FLOWERS FOR OLIVE AND EVE @825-827

Olive & Eve is a boutique floral studio creating seasonal, artfully designed blooms with sustainability at heart. Every arrangement is floral foam-free and compostable, presented in recyclable wrapping or a vase. Customers can order online for delivery or pickup, visit the beautifully restored art-deco shopfront, or engage the team for weddings and events. Budding florists can book in for a workshop or course, and the in-store Maker Space celebrates talented local makers. Discover more at oliveandeve.com.au

TEDDY NAILS @4/756-760

Teddy Nails is a premium beauty destination backed by more than 30 years of experience in the beauty industry. Renowned for exceptional quality, refined service and meticulous attention to detail, the salon offers an elevated experience where beauty and luxury come together. With a highly experienced team, premium products and a commitment to outstanding results, every treatment is delivered with care and precision. Teddy Nails has proudly built a reputation for excellence, creating a sophisticated and welcoming experience for every client.

