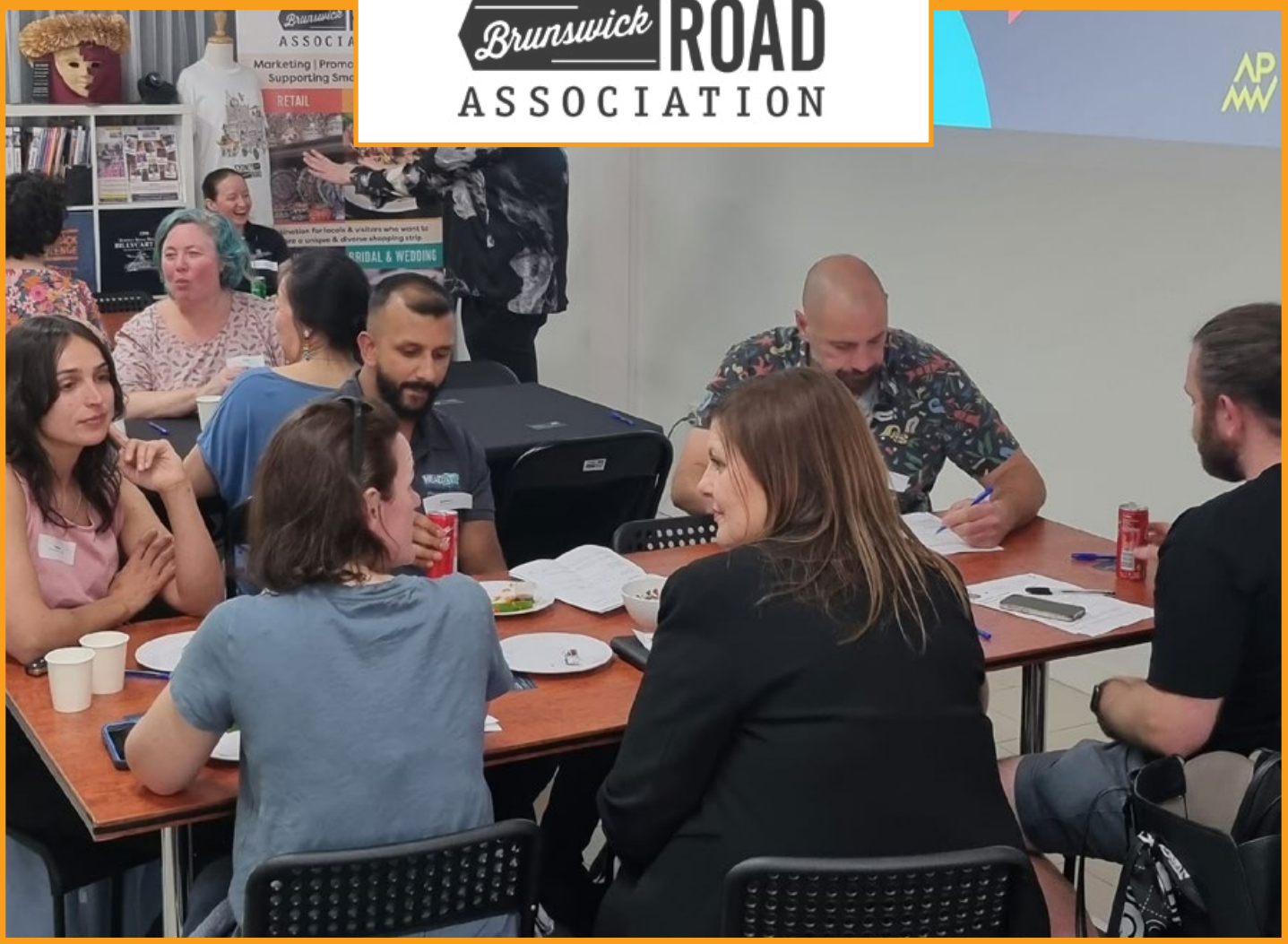
NEWSLETTER - NOVEMBER 2026

SYDNEY Brunswick ROAD ASSOCIATION E.1992



## RENEWAL PROCESS FOCUS GROUPS

**As part of the renewal process for the Sydney Road Brunswick Special Charge Scheme, focus groups will be hosted over the coming months with the various business segments that make up the Sydney Road Brunswick precinct.**

These conversations are an important foundation to the work of renewing the services towards the precinct, providing opportunity for discussion around what the collective business segments are seeing in their industry broadly, what's happening locally for them, and what they see as items or opportunities to stop something, start something or continue and revise something from the Association.

The Committee recognise that the economic, place and customer landscape continues to shift and change, often very quickly, and they are committed to seeing the Sydney Road Brunswick precinct continue to respond and evolve.

If you'd like to participate in a focus group, please email info@sydneyroad.com.au. The Association will be contacting businesses too for their involvement.

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

## A NOTE FROM COM MEMBER: Ashley Blyth

It's hard to believe it's been almost a year since I stepped into the role of Vice President of the Sydney Road Brunswick Association (SRBA).

For me, the role is about supporting our President, Julie (Miss Bella Bridal) and working alongside our Treasurer, Will (Brunswick Ballroom), Association Manager, Troy, and Veronica to ensure the voices of our local businesses continue to be heard.

Having lived and worked in Brunswick for many years, I've seen firsthand what makes Sydney Road special. It's the diversity of businesses, the people behind them and the strong sense of community that makes our precinct unique.

One thing I've learned during my time on the Committee is that the Association is only as strong as the involvement of its members. Whether it's raising concerns, sharing ideas or getting involved in local initiatives, every business has something to contribute. I'd encourage more traders and business owners to get involved and help shape the future of our precinct.

As the Principal of PPM Finance, a local mortgage and commercial finance brokerage, I also understand the challenges businesses face, particularly when it comes to managing cash flow, accessing finance and planning for growth. With over 30 years in banking and finance, I enjoy helping business owners navigate these challenges.

And on that note, if you're a local business owner, I'd welcome the opportunity to catch up over a coffee. Whether it's to discuss an issue affecting your business, share ideas for Sydney Road or simply get to know each other, my door is always open.

After all, a stronger business community benefits us all.

~Ashley Blyth

Vice President – Sydney Road Brunswick Association

Principal Finance & Mortgage Broker | PPM Finance

Favourite coffee: Flat White – Melbourne born and bred, after all!



## AMEX BACKING GRANT: REMINDER

American Express, in partnership with Mainstreet Australia and the International Downtown Association (IDA) Foundation, is encouraging eligible small restaurants, cafés, 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.



## COFFEE COLLABORATIONS

Are you interested in connecting with another business from within the precinct, to talk about what you do and explore potential opportunities for collaboration?

Coffee one-on-one collaborations is a simple, friendly way to spark new connections and creative collaborations across the precinct, and between business operators.

Whether a long-standing business or recently arrived to the precinct, this program invites businesses to take a break, share their story, and explore ideas with another business over a coffee — paid for by the Sydney Road Brunswick Association (SRBA).

How It Works

- Opt-In: Let us know you'd like to take part
- Match-Up: SRBA will pair you up with another opted in precinct business when able, aiming to mix industries and specialties.
- Intro Email: You will receive an intro email with your match, with a coffee voucher attached to use at a precinct eatery.
- Meet-Up: You then reach out to your match and meet up to discuss ways in which you can collab.

These conversations are about getting to know one another — who you are, what you do, and how you might support or collaborate with each other.

Keen? Let us know by sending an email to info@sydneyroad.com.au, or call us on 9380 2005.





*"Hi Veronica*

*Kathy and I caught up for a coffee this morning and had a constructive discussion.*

*We learnt more about each other(s) business and hopefully we can refer to each other.*

*Thanks again for organising."*

## BUSINESS FEATURES

- Eat 24 in Farrago Magazine

**Link available in email version of newsletter.**

## PARK CLOSE TO HOME: TOILET SUBMISSION

Recently the Association went out to the precinct with a survey to businesses around business's toilets, and how often the general public ask to use them (when not a customer).

This data has proved to be incredibly important and insightful, and informed the Association' submission to the recent 568 Sydney Road Brunswick – Park Close to Home project, within which it was noted that public toilets would not be provided on the site.

Through this survey work (which gained 166 responses), and the Association's increased investigation into the topic, it has been discovered that:

- General Public's use of business toilets are costing precinct businesses collectively around $17,000 per year (based on water usage alone)
- General public are requesting to use business toilets at a minimum of 2 times a day, and up to 3-5 times a day, collectively equating to over 500 daily requests
- There isn't enough public signage and maintenance of existing public toilet facilities within the precinct
- There appears to be strong justification for continued work by the Association in communicating the scale of the issue to Council.

The Association is advocating for a public toilet to be installed at the park being planned at 568 Sydney Road Brunswick, along with a stronger wayfinding and consumer awareness to existing facilities that are an appropriate distance within the precinct.

SRBA recognises that the cost of this issue is substantial and will continue the conversations.




## GUIDES: PROFESSIONAL AND HEALTH SERVICES / BRIDAL AND WEDDING / EATING AND VENUE

The Association thanks businesses from the Professional/ Health Services sector and Bridal/ Wedding, for confirming their data for the next iteration of their respective guides.

The Association will soon be reaching out to all Eating and Venue aligned businesses within the precinct to confirm data for the next iteration of the Sydney Road Brunswick precinct's Eating and Venue Guide. Please look out for an email soon from admin@sydneyroad.com.au to review your details if you are a business within these categories.




## 2027 SYDNEY ROAD STREET PARTY: APPLICATIONS ARE NOW CLOSED

With application recently closing (Wednesday, 28 October), preparations can now commence for the 2027 event, taking place on Sunday 28 February.

Make sure you make the most of the day! Here are some quick tips to make sure you do:

- Do your planning early
- Order in extra stock well ahead of time if needed
- Review learnings from previous years
- Advise customers of your plans on the day
- Promote the street party in store with a poster
- Organise extra staff if needed
- Set your intention and goals for the day
- Organise an extra battery for phone/s and portable EFTPOS and devices

If you'd like assistance in brainstorming ways to get involved with the event, reach out to the Association on info@sydneyroad.com.au or 9380 2005.

# UPCOMING EVENTS

## MELBOURNE WEDDING & BRIDE EXPO 2027

With the end of the year nearing, the Association will start to work on its presence at the Melbourne Wedding and Bride Expo, taking place on Sunday 10 January 2027 at Melbourne Showgrounds.

In 2026, 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, distributing 600~ guides at the event.



In 2026 SRBA also ran a competition to drive consumer database subscribers – incentivised by special offers and vouchers, which attracted 86 entries.

## FESTIVE ART ON WINDOWS COMPETITION

This year the Association is delivering the Festive Art on Windows program differently, adding a competition component to incentivise and increase artwork and shop discovery within the precinct. This will take place in a similar fashion to how the Easter Egg Hunt competition framework operates.

In the 2026 program, customers and visitors to the area will be asked to locate and list all festive art installations (between Brunswick Road and Pheonix Street), submitting their locations and a selfie in front of their favourite artwork.

Shifting the program to operate in this manner ensures the program continues to deliver results for the businesses and precinct, and provides measurable outcomes.

# NEW BUSINESSES (past 12 months)




## GROWTH SPACE CO @5/200

This fresh new clinic brings affordable counselling to Brunswick, with compassionate support provided by master's-level student counsellors and overseen by highly experienced supervisors. Built on integrity, warmth and genuine connection, this clinic offers free initial consultations to explore each person's needs, with subsequent 1:1 session's priced at $59.

They support people aged 16+ through anxiety, grief, burnout, life transitions and personal growth. Step inside to feel it – a clinic that believes deeply in everyone's capacity to grow, heal and thrive.
Growthspaceco.com.au | admin@growthspaceco.com.au | 0422 643 634



## VANDELS BAKERY @446

Vandels is a family-owned bakery specialising in pastries, pies, sausage rolls and bread. Everything is delicious and dogs are always welcome.

The bakery is owned and operated by a couple of locals: chef Shaun and his partner Veronica. When it comes to baked goods, Shaun borrows from a career spent in the fine dining industry – now applying the same technique and eye for detail to his pastries, minus the fussy tweezers and foams.

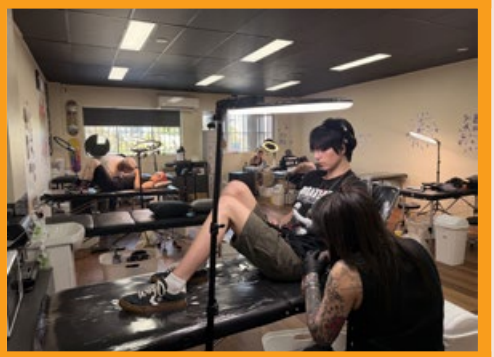
Veronica enjoys eating the pastries and providing her unsolicited feedback.




## CONRAD-S @481

Conrad-S is a furniture brand based in the heart of Brunswick. With a pared back, considered design aesthetic - its contemporary look and materiality focuses on presenting furniture that's versatile, functional and moves with you as your needs and spaces change.

From compact apartments to larger homes, warehouse conversions and commercial spaces, Conrad-S furniture is designed to respond to your life's stages. Conrad-S creates furniture that looks good, works beautifully and makes sense for everyday living. Designed and made locally, drop into the Brunswick Studio to check it out.



## CAN TATTOO @1/878

Located in the heart of Brunswick, Can Tattoo is a welcoming and creative tattoo studio bringing together talented artists with diverse styles and backgrounds. From bold blackwork and traditional designs to delicate details and custom pieces, the studio celebrates individuality and artistic expression.

Whether it's your first tattoo or your next big project, the Can Tattoo team is dedicated to creating meaningful, high-quality work in a friendly and inclusive environment.

Walk-ins and appointments are welcome! Instagram: @cantattoo



## PARROZZO GELATERIA @822

A Little Taste of Italy in Brunswick

Who can resist a scoop of creamy gelato on a sunny day? Parrozzo Gelateria brings the joy of Italian dessert culture to Sydney Road, with handmade gelato, refreshing sorbets and traditional Italian sweets. Inspired by family recipes, childhood memories and the simple pleasure of something delicious, its flavours range from classic pistachio and stracciatella to signature creations inspired by the traditional Abruzzese Parrozzo cake.

Whether stopping by for a quick treat or discovering a new favourite, there's always a reason to indulge.