The renewal of the Sunshine Town Centre Marketing and Business Development Special Rate in February marked the beginning of a dynamic and eventful year for the Sunshine Business Association (SBA). Over the past months, the SBA has been actively engaged in various initiatives and events, contributing to the vibrancy and prosperity of the Sunshine Town Centre (the ‘Centre’).

In March, the SBA organised a Sunshine Wander as part of the Melbourne Food and Wine Festival. This event took place across three locations in Sunshine, providing a platform for local businesses to showcase their culinary offerings and engage with the community. A Sunshine Wander not only celebrated the diversity of local cuisine, but also fostered a sense of community connection.

The SBA supported the Clarke Street Car Show in July, an event that brought automotive enthusiasts and the local community together. The car show not only added an exciting element to the Centre but also supported local businesses by attracting visitors to the area.

The SBA delivered a highly successful Halloween Celebration outside the Sunshine Library area in October. This event provided a safe and enjoyable environment for families to come together, showcasing the community spirit in Sunshine. The SBA’s commitment to organising inclusive and engaging events contributes to the overall appeal of the Centre.
Through newsletters, the SBA actively informs all businesses of promotions and activities.

The SBA has leveraged its social media platforms to support numerous activities and businesses. By actively promoting and engaging with the community online, the association contributes to the visibility and success of local establishments.

In November, the SBA held its Annual General Meeting (AGM) and a networking business event at the Granary Café in Devonshire Road. These gatherings provide opportunities for local businesses to connect, collaborate, and share insights, contributing to a strong and interconnected business community.

The SBA executed the annual bin wrap and banner campaign, enhancing the aesthetic appeal of the streets in Sunshine. This campaign not only contributes to the visual identity of the Centre but also promotes a cohesive and welcoming environment for residents and visitors.

In summary, the Sunshine Business Association has demonstrated its commitment to the Sunshine community by organising a diverse range of events and initiatives throughout the year. From cultural celebrations to business networking events, the SBA continues to play a pivotal role in fostering a vibrant and thriving Centre. The association’s efforts contribute not only to the economic development of Sunshine but also to the community’s sense of identity and connection.

As we step into the promising year of 2024, the Sunshine Business Association is gearing up for its next big event, the annual Lunar New Year Festival. Set to take place on Sunday January 28, 2024, this festival promises to be a vibrant and culturally rich celebration, offering a diverse and entertaining program for the community.

While the cultural and community aspects are paramount, it’s essential to recognise the economic benefits that festivals like these bring to the Centre. Local businesses, from eateries to retail outlets, experience increased foot traffic and sales during such events. The festival becomes a catalyst for economic activity, contributing to the prosperity of the local business ecosystem.

The Lunar New Year Festival is another example of the SBA’s commitment to creating a dynamic and thriving Centre. As a volunteer-driven association, the SBA remains a driving force for positive change and prosperity in the Sunshine Town Centre. The dedication of its members and their ability to create spaces for people to come together in celebration is a testament to the association’s mission.

As we eagerly anticipate the festivities of the Lunar New Year, let us commend the SBA for its continuous efforts in making Sunshine a vibrant and inclusive place to live, work, and celebrate together.

https://www.sunshinebusiness.com.au
https://www.facebook.com/LoveSunshineBiz.Vic
https://www.instagram.com/lovesunshinebiz.vic/
SHINE A LIGHT ON YOU – NC FOOD

NC Food, in Sunshine, is an exciting new addition, offering a unique experience for residents and city workers who appreciate quality aged dried beef.

The shop is situated on the Civic Green at 249 Hampshire Road in Sunshine. It’s conveniently located just outside the water feature and the outdoor dining areas.

NC Food specialises in dry aging of beef, with a focus on quality Australian Wagyu beef. They also offer other premium meat products, including pork and poultry, sourced both locally and internationally.

The business is named after its founders, Nhu Le and Canny Tran who decided to open this distinctive shop in Sunshine. They have installed a special dry aging room where customers can choose a piece of Wagyu beef or Black Angus and pay $1.00 per day for the drying process.

NC Food sells quality aged dried beef

Dry aging is a controlled process that takes place in a temperature and humidity controlled room. This process enhances the tenderness and natural flavours of the beef by allowing natural enzymes to work on the meat.

Canny personally designed the shop layout, including the colour scheme and fittings, adding a personal touch to the overall aesthetic of the shop.

NC Food offers unique features that set it apart in the western suburbs. The combination of quality meats, a specialised dry aging room, and the founders’ personal touch in design and layout creates a distinctive experience for customers.

NC Food is open seven days a week from 9.30 am to 7.30 pm, making it accessible for customers throughout the week. Additionally, customers have the option to order online.


MAKE YOUR SHOP POP

Sunshine’s Shop Front Improvement Program is now open.

The Sunshine Rising Action Plan 2019 – 2024 provides a ‘road map’ to guide the Council’s management and revitalisation work program for the Centre. One of the actions is to continue to promote shopfront improvements through promotional material, business development support, and other initiatives.

The Sunshine’s Shop Front Improvement Program is designed to help businesses create a more inviting shop exterior for customers. This program offers a valuable opportunity for businesses to showcase their products and services and contribute to the overall attractiveness of Sunshine.

Read on to explore being involved in the program and how your business can benefit and get involved.

Benefits of Improving Your Shop Front

Investing in your shop front can have a significant impact on your business’s success.

A visually appealing shop front can help create a positive first impression and build brand recognition.

Well-designed and well-presented shop fronts can attract passers-by, increase foot traffic and generate new customers.

A well-maintained shop front contributes to the value of a property, potentially increasing its market value.

How to get involved in the Sunshine Shop Front Improvement Program

Business owners and property owners can express their interest in participating in the program by contacting the Sunshine Place Manager. A plan is then developed which includes visual examples, costings, and delivery timelines. The Sunshine Place Manager reviews the plan and identifies opportunities where the Shop Front Improvement Program can contribute towards items such as signage, painting, lighting, awnings, landscaping, and other minor aesthetic improvements.

If you are interested and would like more information, please email sunshinerising@brimbank.vic.gov.au or call mobile 0437 593 893.
There’s been a lot of activity in the Sunshine Town Centre the past few months.

Christmas deLights returned to the Civic Green in Sunshine on Friday 1st December. The crowd enjoyed free photos with Santa on the big red chair, face painting and Christmas music.

This family activity encourages people to come into the Centre for fun, Christmas shopping and food.

Strip lighting has been installed underneath the orange seats and tables on the Civic Green. Not only does it serve a practical purpose by providing additional lighting for the area, but it also transforms the area at night time and makes a feature of the structure.

Two new lighting displays, celebrating the Lunar New Year have been installed in the Sunshine Library Windows and on the Sunshine Projection Gallery. The animated dragon named Shenron, was inspired by the dragon from the Hong de Lion and Dragon Dancing Association, adding a dynamic and festive touch to the Sunshine Library windows on Hampshire Road. The dragon is a symbol of strength, good luck, and power in Asian culture, making it a fitting choice for Lunar New Year celebrations.

The Sunshine Projection Gallery features Phuong Nguyen Le’s work, “Sunshine,” adding an artistic and thought-provoking element to the Lunar New Year celebrations. Le’s exploration of the experiences of youth in the context of the Vietnamese diaspora, war, migration, and cultural identity provides a meaningful backdrop for the community.

It is wonderful to see the integration of a traditional symbols, like the dragon, and contemporary art to create a multi-dimensional visual celebration. The fact that these installations are available nightly until the end of February 2024 provides an extended opportunity for the community to enjoy and engage with the displays.

Bản tin “Sunshine Rising” (Sunshine Vươn lên) được Hội đồng Thành phố Brimbank ấn hành mỗi ba tháng là một phần trong chương trình “Sunshine Vươn lên”, một sáng kiến nhằm cải tiến khu Trung tâm Thành phố Sunshine. Bản tin đăng tải các đề án, công tác phát triển, doanh nghiệp, những sự kiện quan trọng và các công tác trong Trung tâm thành phố. Muốn được thông dịch viên Việt nam giúp đỡ, xin gọi số 131 450.