



George Souris M.P
Minister for Tourism, Major Events, Hospitality and Racing
Minister for the Arts

MEDIA RELEASE

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BREAKFAST ON BONDI BEACH

Sydneysiders and visitors will experience the sunrise over the Pacific Ocean to music performed by a live orchestra at Breakfast on Bondi, a new event on the 2011 Crave Sydney International Food Festival programme.

Minister for Tourism and Major Events, George Souris said last year Sydney had Breakfast on the Bridge and this year the city will host Breakfast on Bondi on Sunday 23 October.

“Bondi is Australia’s most iconic beach and the perfect location for an outdoor breakfast showcasing Australia’s global event city to the world.

“Celebrity chef Bill Granger who made Sydney breakfast famous will be making a special guest appearance along with MasterChef contestant and surf lifeguard, Hayden Quinn.

“Breakfast on Bondi will be a very Sydney experience celebrating Bondi’s unique beach lifestyle with activities along the sand including yoga, capoeira and a Nippers’ sausage sizzle.

“People are encouraged to bring their own picnic breakfast or pick up coffee, drinks and breakfast from stalls run by local restaurants, cafes and food businesses and the event is free,” he said.

Gabrielle Upton, Local Member for Vaucluse said Breakfast on Bondi is a great new event for Sydney and a wonderful celebration of Bondi’s unique beachside culture.

“We have a long history of successfully hosting major events including the City2Surf and New Year’s Eve celebrations,” she said.

Crave Sydney International Food Festival Director Joanna Savill said Breakfast on Bondi is an opportunity to celebrate.

“We love outdoor events in Sydney and we also have a strong food culture, based on great regional NSW produce, wonderful restaurants and casual cafes.

“This breakfast is about sharing and celebrating, with family and friends. It’s open to everyone and we’re really encouraging people to create a great breakfast - whether something simple or an elaborate feast.

“We’ll be sharing breakfast ideas and tips online and Bill Granger will be adding a few too,” she said.

The Crave Sydney International Food Festival is on throughout October and is a celebration of extraordinary food experiences, highlighting Sydney as a global dining destination enhanced by regional NSW produce and wine.

The festival is one of five signature events in the NSW Events Calendar.

Minister Souris said the NSW Government through Destination NSW is committed to having the nation's leading events calendar.

“Having established Destination NSW, a key partner in the Crave Sydney International Food Festival, we aim to uphold our position as the number one tourism and events city in Australia.

“Just this week, for the second year in a row, Sydney was awarded the world's best festival and event city for 2011 in the 'over one million population' category by the International Festivals and Events Association.

“Events like Crave Sydney International Food Festival contributed to Sydney winning the award,” he said.

Participants are encouraged to leave the car at home and use public transport, visit www.131500.com.au or call 131500.

For more information on registering for Breakfast on Bondi and to receive regular updates including advice on transport, weather and other contingencies on the day visit www.cravesydney.com/breakfastonbondi

Media contact: Jinesh Patel 0467 739 344