



Survey reveals breakfast is the most popular way to celebrate Neighbour Day

Australians prefer to get together with their neighbours for breakfast on Neighbour Day, according to the results of the first national survey for Australia's annual celebration of community, many over 10% nominating champagne as a great way to celebrate!

The online survey, conducted last year via the Neighbour Day website, asked visitors ten questions about how they would get together with their neighbours.

"It seems breakfast is not only the most important meal of the day, it seems it has also become the most social event of the day for neighbours too," said Andrew Heslop, the founder of Neighbour Day.

"Across a range of specific activities - which included breakfast; morning tea; lunch; afternoon tea; BBQ; party at home and coffee - over one third [35.7%] of respondents nominated breakfast as their most favourite way to celebrate Neighbour Day.

"The next most popular activity was having coffee at 28.6% followed by morning tea; a bbq or a party at home which all equally ranked at 14.3% - along with champagne! As well, a game of footy or cricket between neighbours; lunch; a cup of tea and a slice of cake; and attending a major festival are all popular ways to celebrate too.

"It is really pleasing that inclusive local Neighbour Day events, which bring together a large number of people to celebrate their community, are very popular. According to the survey, over half [57.2%] of organised activities attract up to 20 people, followed by over a third [35.7%] of activities which bring together between 20-50 residents.

"According to the survey results half of Neighbour Day activities are organised directly by neighbours and residents with a fifth [21.4%] organised by community groups and other groups while 7.1% are run by a church," said Andrew.

Other results showed that:

- The majority of respondents to the survey were female [64.3%]
- Over half of all respondents were aged between 40-54.
- Just over a third of respondents were aged between 25-39 [35.7%]
- Over a quarter of all respondents heard about Neighbour Day from a friend [28.6%]
- A fifth of all respondents learned about Neighbour Day from one of the 105 News Community newspapers who are a National Support Partner [21.4%].

This year, a new Neighbour Day kit was released, with invitations, name tags and posters available to be downloaded for free at www.neighbourday.org

At the website you can also view the 2011 Neighbour Day television commercial that was made in Brisbane, entirely pro-bono, for national distribution. It is now on-air in metropolitan and regional areas on both free-to-air and Foxtel platforms as well as ABC Television channels.

Neighbour Day was founded in Melbourne in 2003 after the body of an elderly woman was discovered by Victoria Police in her McKinnon home. Mrs Elsie Brown had died in January 2001 but had been forgotten by neighbours, friends and relatives for two years.

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Held on the last Sunday in March every year, Neighbour Day has become the catalyst for great relationships all year round whether you live in the city or the bush, in a house, an apartment or on a farm.

Nine years later it has grown organically into a national event with activity ranging from council-run events through to street parties and neighbourhood bbqs.

Remarkably, it is yet to gain a financial sponsor and does not receive any corporate, government, philanthropic or public funding.

There are five principal aims –

1. Strengthen communities and build better relationships with the people who live around us.
2. Create safer, healthier and more vibrant suburbs and towns.
3. Promote tolerance, respect and understanding.
4. Break down community barriers.
5. Protect the elderly, the vulnerable and the disadvantaged.

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