

# Media Release

The Hon Natalie Suleyman MP  
Minister for Veterans  
Minister for Small Business and Employment  
Minister for Youth



Wednesday, 18 June 2025

## PRAHRAN WINTER FESTIVAL FIRES UP THIS WEEKEND

A three-day street and market party featuring food, music and entertainment will take over South Yarra this weekend, supported by the Allan Labor Government.

Minister for Small Business and Employment Natalie Suleyman today announced the free, all-ages Sinner's Roast winter festival, backed by Business Victoria and City of Stonnington.

Running from Friday 20 June to Sunday 22 June, the festival will transform Elizabeth Street and the Prahran Market precinct into a wintry, smoky, fiery feast. Festivalgoers can expect limited-edition food and beverage stalls, live music, circus performers and fire artists.

The event will showcase local traders and food including smoked fare from a hatted restaurant, a decadent 14-layer cake exclusive to the festival, meats roasted over an open fire pit, street-style yakitori and hot toddy with a native twist.

Music lovers can enjoy live sets from local blues and roots musicians across two stages, and roving performers lighting up laneways.

A bustling mainstay since 1864, Prahran Market is Australia's longest-running market and a cornerstone of the Chapel Street precinct.

Prahran market has spent the past six months trialling one-off, hyper-local events, culminating in the immersive Sin Series – a seven-week campaign exploring the seven deadly sins through food experiences and activations. The Sinner's Roast winter festival will mark the fiery finale.

Victorians are encouraged to attend the event and explore the amazing small business offerings in the local area. The Sinner's Roast winter festival is just one of the many wonderful winter experiences across Victoria, including the Winter Night Market, a 13-week food fiesta at Queen Victoria Market.

For full program details, visit [sins.prahranmarket.com.au](https://sins.prahranmarket.com.au).

### Quote attributable to Minister for Small Business and Employment Natalie Suleyman

*"Creative, community-led events like this play a vital role in driving foot traffic, supporting local small businesses and keeping our neighbourhoods vibrant throughout the winter months."*

### Quote attributable to Prahran Market CEO Noel Dempsey

*"At a time when Melbourne is ready to hibernate, we're closing Elizabeth Street and encouraging locals and visitors to indulge in a feast for the senses."*

### Quote attributable to City of Stonnington Mayor Melina Sehr

*"We're proud to support this vibrant new winter festival at Prahran Market, which brings together the best of Stonnington – bold local flavour, creative energy, and a strong sense of community."*

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