

# MEDIA RELEASE

## Kiwis set to swap chocolate for checklists this Easter



Kiwis will be dusting off their toolkits and getting stuck into DIY at home this Easter, with gardens and home projects topping the holiday to-do list.

With April packed full of long weekends, including Easter, ANZAC Day and school holidays, new research from Bunnings\* shows 42 per cent of Kiwis are planning a DIY project over Easter, with 70 per cent motivated by the extra time off to tick things off their list.

### **Gardens Take Centre Stage**

For those rolling up their sleeves, the garden is priority number one. More than half (52 per cent) say their outdoor spaces are most in need of attention, and 44 per cent are committed to garden work over the break.

Riely Kerr-Phillips, Bunnings NZ Greenlife Buyer, says, "If you're looking for garden projects this Easter, planting spring bulbs such as Daffodils, Hyacinths and Tulips will ensure they are in bloom come spring. You can also winter prep your garden by clearing the gutters and drains of autumn leaves and setting up your outdoor lighting for Daylight Savings hours. If you have a vege garden, April is a good time to plant your winter veggies so they're ready for picking in the next couple of months. Kale, carrots, cauliflower and cabbage are all great options.

"Our website has a wide range of garden and landscape projects that can be achieved in a day or a long weekend and our team instore are ready to help with ideas and advice," concluded Kerr-Phillips.

For families in need of some holiday entertainment, Bunnings will be hosting free, family-friendly activities in store across the month, including:

- *Easter Family Event (10 April)*

# MEDIA RELEASE

- Kids D.I.Y Workshop – Create a D.I.Y. Garden Picket (12 April)
- Kids Bunny ears activity with online template to print and wear
- Easter Eggsplorer instore hunt game
- Little Bunnings [Virtual Easter egg hunt](#)
- Adults Make & Take Workshop – 17 April colourful plant pot theme

Families interested in attending an instore workshop are encouraged to [book their spots](#) now as places are limited. For more details, visit [D.I.Y. Kids Workshops](#)

## ENDS

### For media enquiries please contact:

Alice Eade

Partnerships, PR & Media Manager  
0212458620  
[aeade@bunnings.co.nz](mailto:aeade@bunnings.co.nz)

### Notes to Editor:

\*Bunnings Easter research was conducted in March 2025, through Neighbourhood research; n = 529

Easter Kids DIY inspiration is available via the [link here](#)

### Key Findings:

- Garden or landscaping (51%), storage and organisation (31%) and painting (28%) are the projects that Kiwis have on the list
- 42% of Kiwis plan to undertake some form of D.I.Y. over the Easter break
- 70% of those undertaking projects this Easter are doing so due to the extended break.
- 1 in 4 say it will take them an entire weekend to do the job they have planned, while 30% believe their jobs can be tackled within the day.
- 47% of Kiwis will prioritise relaxing at home this Easter