

MEDIA RELEASE

7 April 2025

Bunnings begins search for Australia's community footy club BBQ legends

- *New research reveals nine in 10 Aussies believe food services volunteers are the lifeblood of their local clubs*
 - *One in three Aussies say their favourite volunteer role is behind the BBQ at their local club*

Bunnings has launched **Legend of the Tongs**, a nationwide search to recognise the local legends who fire up the BBQ weekly at Aussie rules footy clubs.

The community initiative, which marks Bunnings' 11th year in partnership with the AFL, will run for 18 weeks over the course of the 2025 AFL season.

As part of the campaign:

- Five weekly 'legends' and their local club will win a BBQ prize pack valued at over \$580, including a Jumbuck 6 Burner BBQ and a Bunnings pop-up marquee
- Eight winners across the season will also score a trip for two to attend the Toyota AFL Grand Final, where one will be crowned the 'Legend of the Golden Tongs' – and take away \$25,000 in Bunnings products and materials for their local club

Former Richmond legend and BBQ connoisseur Matthew Richardson has joined forces with Bunnings as the **Legend of the Tongs** ambassador, officially launching the campaign today at the new Barossa Park sporting precinct in South Australia ahead of AFL Gather Round.

"I'm excited to help Bunnings find and reward these absolute community legends through **Legends of the Tongs** and ultimately acknowledge and give back to those grassroots clubs who are the lifeblood of footy across our country," said Richardson

Head of Community, Partnerships & Events at Bunnings, Katie Hynes, said Bunnings is proud of its partnership with the AFL and its connection with local Australian rules footy clubs.

"Bunnings developed **Legend of the Tongs** because we know the heart of Australian rules footy lives in the communities, more than 200,000 volunteers and unsung heroes who tirelessly show up week in and week out do things like fire up the BBQ, support their players and raise much needed funds for their clubs," said Hynes.

"Aussies have told us that local sport clubs are looking for improved access to equipment to support their volunteers and our aim with Legend of the Tongs will be to offer our support to community clubs where it matters," she added.

Newly commissioned national research from Bunnings highlights the essential role of BBQ, canteen and other food services volunteers when it comes to contributing to their local sporting club's culture, **with almost one in three (29 per cent) Aussies confirming their favourite volunteer role is firing up the barbie.**

Bunnings **Legend of the Tongs** nominations open on the 7 April 2025, with the first weekly winners announced week commencing 28 April 2025. Nominations will close on the 24 August 2025.

Know someone you think is a BBQ legend? Nominate your Australian rules footy club's Legend of the Tongs at bunnings.com.au/legends.

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About Bunnings

Bunnings is the leading retailer of home and lifestyle products for consumer and commercial customers in Australia and New Zealand. We are a major supplier to project builders, commercial tradespeople and the housing industry. Our store network is made up of 286 large warehouse stores, 65 smaller format stores, 31 trade centres and 7 frame & truss sites. In April 2020, Bunnings acquired South Australian retailer Adelaide Tools (now Tool Kit Depot), which now has 16 stores, and acquired Beaumont Tiles in November 2021 which has 116 stores.

About the research

Research undertaken by Bastion Insights on behalf of Bunnings to uncover the key drivers and challenges around volunteerism in Australia. Fieldwork was conducted between 17th March – 21st March 2025. Survey Design: A 12-minute online survey.

- Sample Size: 1,000 Australians, aged 18+ years, ensuring a nationally representative view.
- Demographic Balance: Quotas on age, gender, and location, with household structure allowed to reflect natural population distributions.
- Natural fallout within the broader sample of those engaged with AFL in any capacity—players, parents, members, spectators, or supporters of community initiatives.
- Natural fallout of volunteerism – current volunteers, past volunteers, those who have not volunteered but open to doing so.

[1] Volunteering Australia, 2024. Key Volunteering Statistics - <https://www.volunteeringaustralia.org/wp-content/uploads/Volunteering-Australia-Key-Volunteering-Statistics-2024-Update.pdf>

