

MEDIA RELEASE

Bunnings hosting free kids D.I.Y. to help Kiwi parents this February



As the school year starts, many Kiwi households have stretched family finances over the past few weeks, with three in four parents saying that the financial strain from Christmas spending has impacted their ability to involve their children in activities or entertainment (76 per cent), according to new research from Bunnings*.

With the majority (78 per cent) of parents identifying the cost of activities to be the biggest challenge in keeping their kids occupied, spending an average of \$238 a month on entertainment, Bunnings is responding by offering free [Kids D.I.Y. Workshops](#) in all stores, every weekend, throughout the month of February.

Deb Perano, Head of Store Operations at Bunnings, says, “We know Kiwi parents are feeling the pinch, so we’re pleased to be offering an affordable solution that will aim to teach their kids a few skills, like painting, moulding, gardening and decorating. We hope our family friendly D.I.Y. workshops will give the whole family a chance to get involved in a fun activity that won’t break the bank.”

Junior D.I.Y.ers who head along to a workshop in February will go home with a free D.I.Y. starter kit which includes a Bunnings branded kids D.I.Y. apron, collectable badge and magnet, while stocks last. A new badge will be available to collect each month.

February at Bunnings is stacked with free kids’ D.I.Y. workshops, including:

- *Make a Clay Creature (Feb 1)*
- *Terracotta Pot Paint Pouring (Feb 8)*
- *D.I.Y Hula Hoop (Feb 15)*
- *Create a Mini Garden (Feb 22)*

D.I.Y. is popular amongst Kiwi parents, with majority (75 per cent) of parents believing it’s a great activity to break the kids from screens and an opportunity for family bonding (64 per cent).

“D.I.Y. has so many benefits - our team enjoy seeing the delight and sense of achievement from kids who take part in our workshops, inspiring their D.I.Y. journey,” concluded Perano.

Research found that eight in 10 parents feel that D.I.Y. during childhood encourages creativity. Many (78 per cent) believe it helps to develop critical thinking and problem-solving skills and 77 per cent see it as an opportunity to teach practical life skills.

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

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Notes to Editor:

*Bunnings Free Family Feb research was conducted in January 2025, through Neighbourhood research; n = 518

High-res imagery is available via the [link here](#).

Video cutaways are available via the [link here](#).

Key Findings:

- The top barrier parents face when entertaining their children is the cost of activities (78 per cent).
- Parents spend \$238 per month on average to keep their kids entertained
- 75 per cent of parents say D.I.Y is a great activity to break the kids from screens.
- 64 per cent of parents say D.I.Y. is great for family bonding
- Three in four parents say that the financial strain from Christmas spending impacted their ability to involve their children in activities or entertainment (76 per cent)
- Eight in 10 parents say that D.I.Y. during childhood encourages creativity (80 per cent).
- 78 per cent believe it helps to develop critical thinking and problem-solving skills, while 77 per cent see it as an opportunity to teach practical life skills.
- Parents embrace D.I.Y. activities with their children as a way to impact practical learning (80 per cent) and build confidence (75 per cent).