

MEDIA RELEASE

Bunnings to help Aussie parents with free kids D.I.Y. fun in February

With the school holidays behind us and back-to-school in full swing, parents can look to Bunnings for an affordable, engaging and fun way to keep kids entertained in February.

Majority (76 per cent) of parents have identified the cost of activities as the biggest challenge in keeping their kids entertained, according to new research conducted by Bunnings. But Australia's favourite home and lifestyle retailer is coming to the rescue, offering free [D.I.Y. Kids Workshops](#) every weekend at more than 300 stores nationwide.

Parents, on average, spend over \$240 per month on activities to keep their children entertained, making Bunnings' free workshops a welcome post-holiday money saver for parents. With over 2000 free workshops throughout February at stores across the country, Bunnings is helping keep kids busy while learning new skills and gaining confidence.



To help build excitement, Bunnings will be offering kids a free D.I.Y. starter kit for workshop participants throughout February, while stocks last. Each starter kit will include a kids D.I.Y. apron, collectable badge and magnet to get kids prepared for some hands-on fun at Bunnings, any time of year! A new badge will be available to collect monthly from February.

Justine Mills, Bunnings General Manager Marketing, says “At Bunnings, we hold a range of free D.I.Y. workshops and activities every week. We know many Aussies are feeling the pinch, particularly after the school holidays, so we’re thrilled to be offering free Kids D.I.Y. Workshops every Saturday, giving the whole family more opportunities for weekend entertainment.”

February is set to see an estimated 50,000 kids taking part in a variety of kids' D.I.Y. workshops, including:

- *Week 1 (Feb 1) – Make a Clay Creature*
- *Week 2 (Feb 8) – Terracotta Pot Paint Pouring*
- *Week 3 (Feb 15) – D.I.Y Hula Hoop*
- *Week 4 (Feb 22) – Create a Mini Garden*

MEDIA RELEASE

Bunnings' latest research has also found that D.I.Y. projects serve as the most enjoyable way to learn and play amongst kids, with 4 out of 5 (82 per cent) of parents believing that learning D.I.Y. activities during childhood encourages creativity.

To foster this creativity and keep little minds engaged, Bunnings' February sessions are designed to help children develop new skills like painting, moulding, gardening and decorating – activities that parents view as essential for their kids' growth. In fact, research has identified that 79 per cent of respondents believe these hands-on experiences play a vital role in teaching practical life skills, while 73 per cent agreed that D.I.Y. activities help nurture critical thinking and problem-solving abilities.

Bunnings' D.I.Y. Kids Workshops will not only entertain but provide participants with new skills and inspiration to continue their D.I.Y. journey at home.

Mills adds, "It's no surprise to us that 76% of parents agree that D.I.Y. is a fantastic way to get kids into hands-on learning. Our friendly Bunnings team members are always thrilled to see the budding builders join in on the creative fun."

Families are encouraged to check out when stores nearest to them are running sessions and [book their spots](#) now as places are limited. Visit www.bunnings.com.au/kidsdiy

– ENDS –

For media enquiries please contact:	
Sarah Male	Senior Account Executive, Dentsu Creative PR 0478 210 691 sarah.male@dentsu.com
Sarah Arturi	Account Executive, Dentsu Creative PR 0420 210 470 sarah.arturi@dentsu.com

Notes to Editor:

- Bunnings Free Family Feb research was conducted in January 2025, through Neighbourhood research; n = 524
- High-res imagery is available via the [link here](#).

Key Statistics:

- The top barrier parents face when entertaining their children is the cost of activities (76%).
- 7 in 10 (71%) parents claim that their kids' favourite ways to play and learn are 'Hands-on activities like arts, crafts, and D.I.Y'. The same amount of parents claim that their kids' favourite way to play and learn is through outdoor play and sports.
- 76% of parents say D.I.Y is a great activity to break the kids from screens.
- 3 in 4 parents say that the financial strain from Christmas spending impacted their ability to involve their children in activities or entertainment (76%)
- Parents spend \$242.20 per month on average to keep their kids entertained.

MEDIA RELEASE

- 3 in 4 parents (74%) say they would be likely to use Simple, step-by-step tutorials, and Age-appropriate toolkits with child-friendly resources.
- 8 in 10 parents say that D.I.Y. during childhood encourages creativity (82%).
- 79% agreed that it plays a vital role in equipping children with essential practical life skills, with 73% acknowledging that D.I.Y. skills support development of critical thinking and problem-solving abilities.
- Parents embrace D.I.Y. activities with their children as a way to impact practical learning (75%) and encourage independence (72%). 7 in 10 say it helps build confidence (71%).