



## **MEDIA RELEASE**

**January 22, 2014**

### **Masters is encouraging Australians to make a pledge to get their DIY projects done this Australia Day**

Aussies love their kids, their homes and their barbecues, so it's no surprise that the top two home improvement tasks of households in the lead up to Australia Day are to do up the kids' rooms and replace the old barbie, according to a national survey conducted by [Masters Home Improvement](#).

The online survey, which revealed the country's top unfinished home improvement projects, found that 86% of respondents said they are working to do up the kids' rooms before school starts.

The humble barbeque comes in second, with 78% of households planning to farewell the old barbeque in time for Australia Day celebrations.

The third priority is to get a fresh start to the new year by cleaning up around the house (67%), followed by plans to create an outdoor entertaining space that's fit for guests (66%), and getting organised around the house (65%).

The survey discovered that home improvement is a high priority for Aussies households. 57% of respondents said they had cut back or gone without luxuries in order to complete their home improvement project; 38% of people gave up a holiday, 32% cut back on dining out, and 30% cut out entertainment such as concerts, festivals and theatre shows.

Almost three in four (72%) said they had surprised themselves by completing a DIY job that they weren't sure they were capable of accomplishing, while 58% were most satisfied with saving money.

Luke Dunkerley, Acting Head of Masters Marketing said: "People are often surprised how easy and cost efficient it can be to finish a home improvement project, and are thrilled with the sense of achievement they get from completing a project.

"This weekend we expect to see thousands of people come to masters to find the right tools and equipment to help them get stuck into home maintenance projects including cleaning, repairs and replacements.

"We know that the best way to get something done is simply to commit to it, so we are helping people get their DIY jobs done and dusted in time for the Australia Day BBQ."

The 'Make an Australia Day Pledge' campaign is live on [Facebook](#) with five \$500 Masters gift vouchers to be won. People are invited to make a 'pledge' to get it done in time for Australia Day. Last year's tally has already been exceeded, with more than 4,000 pledges received to date.

To help keep your project pledge, go to [www.masters.com.au](http://www.masters.com.au) for top tips or ask the experts for advice on the Masters Facebook page.

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**\*1200 respondents**

**For more information, a copy of the research findings or images, please contact:**

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