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PARENTS TRY TO RELIEVE HIP POCKET TENSIONS AS KIDS HEAD BACK TO SCHOOL

Purchasing school supplies is the most stressful thing about the back to school period according to two thirds of Australian parents, research by Officeworks has revealed¹.

Hand me downs (52%) and used products (37%) are common techniques used to cut costs, while one third of parents reduce the amount of money spent on entertainment (32%) and dining out (28%).

Mums and dads also shop around their options to find the best prices with three quarters (72%) of parents going to different stores as well as online, to buy their children's school supplies.

Finance expert, Canna Campbell has partnered with Officeworks to provide helpful advice to parents to relieve some of the stress this back to school: "Back to school doesn't need to be a dreaded time of year, there are a number of ways parents can make it a and even fun experience for the whole family.

"The research tells us that price is the biggest factor determining where parents' shop, so things like the Parents Price Promise (PPP)* from Officeworks are very helpful for families at this time of year. Basically, if parents find an identical stocked item on a quoted school list at a lower price, Officeworks will beat it by 20%.*

"Organisation is also key when it comes to saving money at back to school time – by starting shopping earlier, parents have more opportunity to shop around for the best products rather than doing a last minute scramble," she said.

Officeworks National Merchandise Manager, Jim Berndelis, said: "The back to school period can be stressful for parents, so we aim to make the experience as enjoyable and hassle-free as we can.

"With a huge range of school essentials, convenient extended trading hours, free School List Service and a handy Tech Selector, Officeworks is the one stop shop for back to school. Plus we've found that families with three children can save an average of \$300² by shopping with us," he said.

To browse a wide range of products, helpful services, articles and videos for back to school visit: www.officeworks.com.au/campaigns/back-to-school

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¹ 2016 research conducted among 1,004 Australian parents of children 6-14 years of age.

² Comparison of four Victorian year seven school lists compared to Officeworks prices

Notes to editors

Overview of research findings:

- Paying for everything (65%) is the most stressful thing for parents during the Back to School (BTS) period followed by getting the kids back into the school routine (53%) and buying new school uniforms (36%)
- Only one fifth of parents (19%) are stressed about their children not wanting to go back to school
- Buying new tech items e.g. smartphones and tablets is the most stressful according to 20% of participants
- The most important factor for parents when shopping during the BTS period is low price (48%), followed by wide product range (24%) and convenience (10%)
- Parents save money with strategies such as using siblings' hand me downs (52%) and used products (37%)
- Other money saving tips include: reducing going out and entertainment spend (32%), reducing spend on their own clothes (32%) giving school supplies as gifts (14%) and borrowing text books rather than buying (10%)
- Women are more likely to buy second hand uniforms/ products (43%) and reduce spending on clothing for themselves (35%) as saving strategies at BTS time
- New uniforms and stationery (77%) are on the top of most parents' lists in the new school year, followed by new text books (51%), new PCs or laptops (20%) and new smartphones or tablets (17%)
- Most parents go to different places, both online and offline, to buy their school supplies at the best price (44%)
- 58% choose to get their BTS shopping out of the way by mid-January while 14% of parents wait until the week before school starts to get their school supplies

*Back to School Parents' Price Promise

If a customer finds an identical stocked item on a quoted school list at a lower price, then Officeworks will beat it by 20%. Offer is only applicable on prices that appear on valid 2017 school book lists for the quantity listed. This offer is valid on identical stocked or Officeworks-deemed equivalent items where identical products are not available. This offer also excludes competitor out of stocks, categories or items not ranged and items available only for customer order at Officeworks. Offer available 01/09/16 to 29/01/17. It cannot be used in conjunction with Officeworks' 5% Lowest Price Guarantee.

About Officeworks:

Established in Richmond in 1994, Officeworks is Australia's leading retailer and supplier of office supplies, tech and furniture solutions for home, business and education needs. With three easy ways to shop - in store, online or by phone, customers be sure to find exactly what you need with our widest range, when you need, and all at the lowest prices. Plus, you'll enjoy friendly expert advice and helpful services. Officeworks offers customers more than 25,000 products on its [website](#), operates a national customer service centre and has a growing team of expert business specialists to cater for micro, small and medium business customers. As part of the Wesfarmers' group, Officeworks has an extensive national footprint operating 163 retail stores and employing more than 7,000 team members. Join Officeworks' online communities on [Facebook](#), [LinkedIn](#), [Instagram](#) and [YouTube](#) as well as at its hubs [Work Wise](#) and [Work Style](#) for inspiration to help you make bigger things happen.

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