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## WHAT DO FATHERS ACROSS AUSTRALIA HAVE IN COMMON?

This Father's Day, Officeworks and Kodak have partnered to discover Australia's favourite memories of their father, and how dads across the country have influenced their kids over the years.

According to the new research by Kodak and Officeworks, more than half of Australians (62%) relied on their fathers to learn how to drive when they were younger; while close to half of the country (49%) asked their father about sports or for help with their homework (48%).

When it comes to Australians' fondest memories of their father, 14% of Australians said watching or playing sports with their dad is their fondest memory, followed by fishing (9%) and family trips (8%).

Toby Watson, Officeworks National Merchandise Manager, said: "It's great to see just how much Australians really value their dads – they play a pivotal role in the upbringing of children, which the research has found continues on into their older years."

The research found that older Australians are less likely to say thank you or buy gifts of gratitude for their fathers than younger Australians. It was also found that Australians living in metro areas are more likely to show gratitude by giving a gift or saying thank you than Australians living in regional areas.

"Following these findings, we set out to provide an easy way for people to say thanks to dads across the country for the hours they put in to teaching their kids how to drive, or helping them with their homework. The Kodak Printing Kiosk at Officeworks allows Australians to create a truly personalised, unique gift for dad this Father's Day," Toby concluded.

It was found that males were more likely to ask their dad about the birds and the bees than females, but only 9% of Australians looked to their dad for this information.

Almost half (46%) of all Australians claimed to have inherited their father's independence and 49% of older generation Australians reported they inherited self-discipline from their fathers, compared to 23% of young Australians.

Interestingly, a quarter (27%) of Victorians inherit their favourite football team from their dads, compared to 20% in WA, 18% in SA, 15% in QLD and only 9% in NSW/ACT.

To browse the Kodak range and purchase online visit the Officeworks [website](#).

**ENDS**

For further information, imagery or interview opportunities, please contact Haystac:

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**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, you'll 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 20,000 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 159 + retail stores and employing more than 6,500 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.

**Other key research outtakes:**

	Skill	Mothers	Fathers
What was the most important skill your mother/father taught you while growing up?	How to drive a car	19%	40%
	Caring for a pet	26%	14%
	How to cook	54%	7%
	How to clean	45%	6%
	DIY skills	15%	34%
	Advice	Females	Males
As an adult, what do you still discuss with your father to this day?	Car advice	45%	35%
	Meaning of life	18%	12%
	Sports	32%	43%
	Finance	40%	31%
	Gratitude	Mothers	Fathers
How to do you show gratitude to your mother and father	Say thank you	67%	60%
	Buy gifts	51%	30%
	Buy lunch/dinner	48%	28%