

**EMBARGOED UNTIL 27 AUGUST 2016**

**Media Release**



## **Kiwi dads admit they like being treated on Father's Day**

New research released today by the Paper Plus Group<sup>1</sup> shows that although they don't like to admit it, nearly half (41%) of New Zealand fathers surveyed want their families to make a fuss of them on Father's Day.

The survey also shows the majority of New Zealand dads (70%) feel people make more of an effort on Mother's Day than Father's Day.

Despite the hard exterior New Zealand fathers can be known for, more than half of dads (56%) admit to feeling sad that Father's Day is not celebrated like Mother's Day. These fathers felt both days should be celebrated equally because dad's role in a child's life is just as important as the role of mums.

Auckland University of Technology Senior Lecturer and men's counselling specialist Warwick Pudney says it is crucial for Kiwi dads to be made to feel special.

"Kiwi fathers tend to be fairly humble and more private than the loud, demanding or 'look at me' expressiveness in the American role models we see in media. This isn't bad, but it just means they can be easily overlooked as being unemotional or even not caring.

"I've seen a lot of dads who feel they haven't been appreciated by their families. In extreme cases they turn into wallpaper or build a life outside of the home. It's everyone's job, no matter what our age or role in a family, to include dads and let them know they are important. Father's Day is the big ready-made opportunity."

Paper Plus Group CEO Sam Shosanya says the company conducted the survey ahead of Father's Day to test an inkling that dads really do want to be celebrated on Father's Day, even if they won't admit it.

"The tough Kiwi Dad persona is well-known in New Zealand. It's interesting to see many Kiwi fathers letting down their guard and admitting they want to feel special on Father's Day. It's a day to celebrate and give thanks to dads for what they do for the family," says Shosanya.

Even if dad says he doesn't want a Father's Day present, the survey shows 73 per cent would like to receive a present on Father's Day, though 37 per cent don't like to admit it.

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<sup>1</sup> Paper Plus conducted the survey through the Paper Plus Big Deal VIP Club database with 1,120 New Zealand Fathers.

<b>2016 Father's Day Wishlist</b>	
Something the kids have made	37%
Books	35%
Favourite food or drinks treat	33%

Source: Paper Plus Group

## **ENDS**

### **Notes to Editor**

If you choose to use any of the data and statistics from this survey, please reference Paper Plus Group as the source.

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### **About Paper Plus**

The Paper Plus Group began 33 years ago and is one of New Zealand's largest stationery and book sellers. The Group incorporates two separate retail brands: Paper Plus and Take Note, and is approaching 125 stores with Take Note having 20 stores; all offering a great range of stationery, books, magazines, cards and gifts to New Zealand consumers. There is a Paper Plus store in most towns from Kaikohe to Invercargill. It is the only New Zealand book and stationery retailer with Fly Buys.

### **About Warwick Pudney**

Warwick has worked in the counselling and psychotherapy field for 20 years specialising in family abuse issues, men's issues and fathering. He has written nine publications about fathers and healthy relationships. He founded the organisation Man Alive based in Auckland, which provides services to males, focusing on creating stronger family relationships, through courses, counselling and workshops. He is currently a Postgraduate Programme Leader and Senior Lecturer at AUT in the Psychotherapy Department.