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Survey Exposes Morning Madness: 90% of Aussie Mums Shoulder School Morning Load

As the new school year fast approaches, a recent survey has shed light on a significant imbalance in household duties during Australian school mornings.

The survey, undertaken by [MorganiseMe](#), uncovered a significant revelation, indicating that an overwhelming 90% of Australian mothers bear the primary responsibility for managing the extensive mental and physical demands of school mornings. These responsibilities include school administration, laundry, packing school bags, and breakfast preparation. These compelling findings underscore a pressing need for a re-evaluation of morning routines in Australian households.

In response to these concerning statistics, MorganiseMe is proud to announce a groundbreaking solution with the launch of MorganiseMe 3.0. The innovative app introduces a revolutionary feature designed to emphasise shared responsibility, alleviating the burden on mums. The focus is on fostering a collaborative approach within families, ensuring a more seamless and equitable morning routine.

Becky Hirst, the British-Australian founder of MorganiseMe, remains optimistic about the potential impact of this new feature: *"While our research findings may not be surprising, they should act as a catalyst for change. We believe that the morning chaos can be transformed into a joint effort, enabling mothers to distribute the load more evenly among family members. We are providing a tool that encourages teamwork and reduces stress for everyone during school mornings."*

The survey results can be viewed [here](#).

For media inquiries, please contact:

Becky Hirst, Founder, MorganiseMe
hello@morganise.me or 0449 190125.