

## Your Shortcut to... Bluey

It's a show that's taken the world by storm, it's got kids and parents laughing, crying, and bonding, and it's all about the wacky adventures of a six-year-old Blue Heeler. This is your Squiz Kids Shortcut to Bluey—the podcast where we dive into the who, what, when, where, why, and how of the big news stories. I'm Christie Kijurina.

And I'm Bryce Corbett. And... up it goes! No way am I letting it hit the ground—come on, Bryce, focus! Keepy uppy for the win!

Bryce? What are you doing?

Uh, what does it look like? I'm playing Keepy Uppy, Christie. You know the rules—don't let the balloon touch the ground. It's a game of skill, determination, and—oh no, it's coming down! Quick, your turn!

(laughing) Fine! Got it! And up it goes! But Bryce, you do know this is a podcast, right? People can't see you flailing around.

Flailing? Excuse me, this is precision balloon handling. Also, who needs a camera when they've got Bluey fans who know exactly what Keepy Uppy looks like? [BALLOON POP!] Oops!

Fair point. Unless you've been living under a rock—or maybe under Bandit's beanbag—I'm sure you've heard of Bluey. But there's so much more to Bluey than just funny games.

There sure is. Today, we're diving into who created the Bluey, how it became such a worldwide hit, and why it's captured the hearts of everyone, from toddlers to grannies, everywhere. So grab your imaginary balloon and join us for some facts, fun, and family!

Listen carefully - there's a S'Quiz at the end!

WHO

Bryce, I'm pretty certain that everyone listening will have at least heard of Bluey. But, there's much more to the Heelers than games of Magic Xylophone and Tickle Crabs.

There certainly is, Christie! Bluey, the cheeky six-year-old Blue Heeler, is the queen of imagination. Bingo, her four-year-old sister, is like a big ball of adorable, and very cheeky, energy. And then there's their dad, Bandit, who's basically the superhero of all dads—an archaeologist at work, world's silliest parent at home.

And, don't forget Chilli! She's the working mum who holds the family together—most of the time. Just like the rest of us, she sometimes has those “get me a cuppa, quick!” moments.

But, Christie, here's the cool bit: the creator of Bluey, Joe Brumm, based the Heeler family on his own life. Joe grew up in Brisbane with two brothers, a Heeler dog named Bluey, and plenty of backyard shenanigans. His brother's even an archaeologist, just like Bandit.

Joe is now a dad of two girls, and a lot of Bluey and Bingo's antics come straight from his parenting adventures. Like the Café episode—Joe's kids actually made him play café (for real life), but instead of politely serving him tea, they chucked his imaginary coins back at him, and took his tea away. That's customer service with a twist!

And the Brisbane setting is pure Aussie gold. From backyard BBQs and a poinciana tree, to kookaburras laughing in the background, Bluey gives kids everywhere a little slice of life Down Under.

It's no wonder the Heelers are basically national treasures at this point. Joe Brumm has created a family that's funny, real, and totally recognisable—whether you're in Brisbane, Boston, or Berlin.

That's a great story, Christie, but how did Bluey go from being a Brissie blue heeler to a world-wide super star?

HOW

So Bryce, how did Bluey go from Joe Brumm's memories and imagination to a global sensation? Let's just say it wasn't overnight, but when it took off, it was faster than Bluey on a scooter.

Joe Brumm's idea was to create something for Aussie kids, inspired by his work on the animated kids' show, Charlie and Lola in the UK. He teamed up with Brisbane's Ludo animation studio to bring his vision to life, and in 2018, Bluey hit the airwaves on ABC Kids.

Fast forward to today, and Bluey has more episodes than Bandit's had biscuits. With 153 seven-minute stories and a 28-minute tear-jerker called The Sign, it's officially Australia's number one kids TV show.

And it's gone global! Bluey streams on Disney+ in over 60 countries and airs on the BBC in the UK. American kids are saying "brekky" and "dunny" now, which is just about the most Aussie export since Vegemite.

Plus, Bluey isn't just a TV show—it's an empire. There's a stage show, a number-one album, heaps of merchandise, and even a digital series narrated by stars like Bindi Irwin and Kylie Minogue.

And what about the Grannies episode? Pure gold. Bluey and Bingo dress up as Janet and Rita, wobble around the house, and even teach Nana to floss. If that's not intergenerational brilliance, I don't know what is.

The Brisbane setting also makes Bluey special. From footpaths—aka sidewalks—to gum trees and backyard cricket games, it's a love letter to Aussie life.

Joe Brumm didn't just create a show; he created a movement. It's no wonder kids and parents worldwide are obsessed.

I certainly am, Bryce.

Hmm that's interesting, Christie. You and I both love Bluey, and neither of us are kids any more. I wonder why Bluey is so loved by so many people in so many places.

## WHY

Why is Bluey so special? Well, Bryce it really is the whole package. Bluey has heart, it's got laughs, and it's got games we all wish we'd thought of. I mean, who hasn't tried to keep a balloon in the air?

But, Bluey isn't just fun games—it's smart, too. Joe Brumm wanted a show with two levels, like *The Simpsons* or pretty much any Pixar movie you've ever seen, so kids love the games and antics and colour and movement, while parents get hit with moments that make them go, "Oof, that's me."

Like in *Baby Race*, when Chilli admits she felt like a failure because Bluey didn't crawl as fast as the other babies. It's a reminder that we're all just figuring this parenting thing out as we go.

And Bandit? He's basically a parenting legend. In *Tickle Crabs*, he lets Bluey and Bingo turn him into a crab-catching victim, even though it's a total giggle-fest at his expense.

Scientists have even studied Bluey! They say it helps kids build creativity, process emotions, and strengthen family bonds. And it's not just for little ones—episodes like *Cricket* show how relationships matter more than winning.

Plus, Bluey celebrates multi-generational and cross-cultural fun. In *Grannies*, Bluey and Bingo bond with Nana, and in *Camping*, Bluey learns about making friends—even when they don't speak the same language.

At its core, Bluey is a celebration of family, chaos, and finding joy in the everyday. Whether it's chasing fairies in the backyard or learning life lessons through play, it's shaping the next generation in the best possible way.

And it's inspiring parents to embrace their inner Bandit or Chilli—and maybe even teach Nana to floss or Grandad to use a smartphone while they're at it.

So there you have it—Bluey isn't just a TV show. It's a family, a cultural phenomenon, and a big ol' reminder to laugh, play, and hug your nearest Heeler.

## THE S'QUIZ

"This is the part of the podcast where you get to test how well you've been listening..."

1. What job does Bingo and Bluey's Dad do? (archaeologist)"

2 Which show did Bluey creator, Joe Brumm, work on in the UK? (Charlie and Lola)

3 Which dance did Bluey and Bingo teach Nana to do? (Floss)

Well, that's all we have time for today. Thanks for joining us as we explored the who, what, where, when, why and how of Bluey. Teachers, there are some whackadoo classroom resources related to this topic on the Squiz Kids website and there's a link to them in the episode notes.

Now get out there, and have a most excellent day!

Nice parking spot Rita!

Thanks Janet!

Over and out.