

AUSTRALIAN EXPORTS — *BLUEY*

Statement

HON MARTIN PRITCHARD (North Metropolitan) [5.44 pm]: Members of the house probably know that it does not take much to encourage me to talk about my gorgeous granddaughter, Sophie, and her lovely mothers, Jessica and Lucy. I spend a lot of time with my granddaughter, who is the light of my life.

Australia is known for its exports, usually in the area of agriculture and mining. My granddaughter has made me aware of a more recent export out of that sphere.

The PRESIDENT: You're not going to sing the song, are you, member?

Hon MARTIN PRITCHARD: No, I am not, but I encourage members to watch what I am just about to talk about. *Bluey* is a groundbreaking Australian children's television series and the most downloaded show in ABC iTunes history. Since premiering in October 2018, *Bluey* has been played on iView over 100 million times. It is also a successful export and is set to stream internationally on Disney's streaming platform later this year. The show follows a family of blue heelers—Bandit, Chilli and their two daughters, Bingo and, of course, Bluey. It is a gem of Australian art, carefully distilling the essence of family life. It captures the wonder and joy of parenting, whilst also delivering precious nuggets of parenting wisdom along the way. It highlights such things as the importance of play in the development of children's language, creativity and emotional growth. Bandit and Chilli are masters of maintaining connection with their daughters, squeezing out many precious moments between work and household chores. This children's program tackles many issues that parents and children face every day, such as the death of a family pet or the frustration of learning how to ride a bike. This is always done through listening, validating and exploring their children's emotional worlds through conversation and play.

Bluey is a landmark Australian export and, for many reasons, not the least being that amid the ridiculous and the ordinary, Bluey's parents regularly find themselves both sharing and receiving the poignant wisdom that comes with the drudgery and absurdity of parenting. I think we can all appreciate that. It is one of our more recent exports. As I said, we need to diversify the sorts of things that we export. I congratulate the people who put this program together and wish them success in the future.