

MEDIA RELEASE

Tuesday 29 July 2025

Aussies to step into Bluey's world at Bunnings

Tuesday 29 July 2025 – Back by popular demand, the iconic family favourite television show *Bluey* is returning to Bunnings with a range of activities and exclusive toys, homewares and merchandise.

From Wednesday, 30 July, Bunnings stores across Australia will launch D.I.Y. activities and a scavenger hunt for the whole family to enjoy – plus new *Bluey* products and Hammerbarn merchandise – inspired by the show's much-loved hardware store.

From the beloved world of *Bluey* straight to the shelves of Bunnings, fan-favourite characters Hecuba, Tony, Jeremy and the ever-serene Meditation Gnome are making a triumphant return – joined by three exciting new additions – Gerald and Bride and Groom Gnomes, which are expected to be hot property.

For families looking for a mid-winter makeover, homewares from *Bluey and Bingo's bedroom* will be available in real life products instore and online. From the iconic watermelon rug to light-up paper lanterns and glow in the dark stickers, Bunnings is stocking everything you need to transform the little one's space with a playful *Bluey* twist.

The adventure doesn't end there for Aussie bumbunuts, with Hammerbarn branded socks, key rings, bucket hat and kiddo's tote bag available across all stores, while stock lasts.

Bunnings General Manager Marketing, Justine Mills said:

"Bluey and Bunnings couldn't stay apart – the duo just works! Following the success of the Hammerbarn experience last year, we're thrilled to be working with BBC Studios and Ludo Studio again to bring another slice of Bluey's world into homes across Australia – this time with our Bluey-inspired kids' homewares range, and of course, the much-loved Bluey gnomes."

"It's clear how much fans connect with the show given how quickly last year's Bluey gnomes flew off the shelves. We know they will be eager to build on their collections, and we're excited to see how customers respond to our new range and in-store activities."

BBC Studios Australia & New Zealand, Director of Brands & Licensing, Scott Modra said:

"Partnering with Bunnings once more allows us to deliver fresh, engaging experiences that celebrate Bluey's quintessential Aussie-ness and connect deeply with fans. This partnership continues to resonate so strongly with families, and it's been incredible to see how Bluey has become part of the everyday language and play of kids across the country. From the gnomes to the new bedroom range, this collaboration is all about sparking imagination and fun – and we can't wait to see how fans embrace it this year."

To secure your spot at a *Bluey* workshop visit [D.I.Y. Workshops And Activities - Bunnings Australia](#) and check out the exclusive product range online from Wednesday (30 July).

– ENDS –

About Bunnings

Bunnings is the leading retailer of home and lifestyle products for consumer and commercial customers in Australia and New Zealand. We are a major supplier to project builders, commercial tradespeople and the housing industry. Our store network is made up of 286 large warehouse stores, 65 smaller format stores, 31 trade centres and 7 frame & truss sites. In April 2020, Bunnings acquired South Australian retailer Adelaide Tools (now Tool Kit Depot), which now has 16 stores, and acquired Beaumont Tiles in November 2021 which has 116 stores.

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About BBC Studios Brands & Licensing

The BBC Studios Brands & Licensing division is the driving force in extending BBC Studios IP through innovative brand extensions, fostering deep fan engagement worldwide. Partnering our iconic brands - including Doctor Who and *Bluey* - with the world's biggest brands, promoters, and publishers, ignites the imagination of fans and creates memorable brand-fame moments. Our diverse portfolio spans consumer products, live entertainment, gaming, and publishing, while BBC Studios Digital drives over 1 billion views per month, offering advertising and branded content opportunities. Supported by award-winning teams, we focus on finding visionary opportunities to enhance global brand impact and digital growth.

About Bluey

The series follows Bluey, a loveable, inexhaustible, Blue Heeler dog, who lives with her Mum, Dad and her little sister, Bingo. Bluey uses her limitless energy to play games that unfold in unpredictable and hilarious ways, bringing her family and the whole neighborhood into her world of fun.

Bluey is produced by Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children's and BBC Studios Kids & Family. Financed in association with Screen Australia, Bluey is proudly 100% created, written, animated, and post produced in Brisbane Queensland, Australia, with funding from the Queensland Government through Screen Queensland and the Australian Government. BBC Studios Kids & Family holds the global distribution and merchandise rights.

In Australia, the show is broadcast on ABC. The series airs and streams to U.S. and global audiences (outside of Australia, New Zealand, and China) across Disney Channel, Disney Jr., and Disney+ through a global broadcasting deal between BBC Studios Kids & Family and Disney Branded Television. **Bluey** | [Website](#) | [Facebook](#) | [Instagram](#) | [TikTok](#) | [YouTube](#)

About Ludo Studio

Ludo Studio is a BAFTA, multi-Emmy®, Logie and Peabody award-winning Australian studio and one of TIME's Most Influential Companies of 2024, that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere. Ludostudio.com.au