BLUEY EPISODE GUIDE

Hammerbarn

Grade 4 · Age 9

Episode Name	Hammerbarn
Season & Episode	Season 2, Episode 2
Age Group	Grade 4 (Age 9)
Key Concept	Shops are designed to make you want things you didn't plan to buy — and noticing that is the first step to spending wisely

ABOUT THIS EPISODE

The family heads to Hammerbarn for a DIY project. They have a list. They have a plan. The kids are immediately distracted by everything the store has to offer — gadgets, displays, things that spin, things that light up, things they didn't know existed five minutes ago and now desperately want. The original mission is in constant danger of being derailed by the next shiny thing.

What follows is a hilarious and recognisable lesson in the gap between intention and impulse — the way a store environment is specifically designed to pull your attention from what you came for toward what you didn't know you wanted. The Heelers, to varying degrees, are not immune. Almost nobody is.

WHY IT MATTERS (FOR PARENTS)

At nine, your child is becoming more aware of money, marketing, and the pull of wanting things. They see ads. They compare what they have to what their friends have. They're forming habits around consumption that will follow them for decades. This episode doesn't lecture about any of that — it simply shows what it looks like, in real time, when well-intentioned people walk into an environment designed to make them want things they didn't plan to buy.

The conversations this episode opens are some of the most practically useful you can have with a nine-year-old: how advertising works, what the difference between a want and a need actually feels like from the inside, and what strategies help you make good spending decisions when your brain is already telling you that you definitely need that inflatable kayak. Nine is exactly the right age to start building those habits consciously.

DISCUSSION QUESTIONS (FOR YOUR CHILD)

1	*The kids wanted so many things at Hammerbarn. How do you decide the difference between something you genuinely need and something you just want in the moment?*
2	*Shops are designed to make you want to buy things you didn't plan to. Can you think of ways they do that?*
3	*Have you ever really wanted something, got it, and then didn't care about it a week later? What happened?*
4	*If you had $20 to spend at a store, what strategy would you use to make sure you spent it wisely?*

AFTER THE EPISODE — ACTIVITIES & EXTENSIONS

Try one of these to keep the learning going:

- Go to a large store together and make it an observation exercise. Before you enter, set an intention: what are we here for? Then notice together, as you walk around: what's designed to pull your attention? What made you want something you didn't plan to buy? Debrief in the car on the way home.
- Ask question two and really dig into the mechanisms. Product placement, bright colours, free samples, sales that aren't really sales, things near the checkout, loyalty cards. Help your child build a vocabulary for what's happening to them in retail environments.
- Ask question three and make it concrete. Name the thing, name when you wanted it, name how long the wanting lasted. This builds the emotional memory that helps with future impulse decisions: 'I know this feeling. It doesn't last.'
- Work out question four together as a real system. The 24-hour rule. The list rule. The one-in-one-out rule. Budget categories. Let your child design their own strategy and test it. Adjust as needed.

Tip for parents: The most useful long-term thing this episode can produce is a shared vocabulary for what's happening when your child desperately wants something in a shop. 'Hammerbarn brain' can become a useful shorthand in your family for the specific feeling of being in an environment designed to make you want things. Once you name it, it's much easier to notice it. And noticing it is most of the work.