



Talking Points

* Hear ye, hear ye! [Behold the newly crowned Monarchs for a very special, 70th year of Moomba!](#) Give it up for beloved kids performer Emma Memma and legendary comedian Peter Helliar. Be sure to catch their royal waves at the Moomba Parade on Monday 11 March.

* Emma Watkins is thrilled to announce a new [collaboration with Disney Australia](#) - a joyous new apparel and accessory range for Bub & Me available now only at Big W Australia #DisneybyEmma

* Emma Memma's debut album has won an ARIA in the Best Children's Album category at the 2023 ARIA Awards!

* Emma returns as the Narrator in series two of hit kids show [Reef School](#), which can be viewed now on ABC Kids & ABC iview. Written by Veronica Milsom, the series mixes stunning real-world HD underwater footage with fictional storylines about the Reefies – the aquatic students of Mr Flip (Tony Armstrong). Together the Reefies discover the wonders of an imaginary Australian coral reef. Emma is part of a stellar Australian voice cast, including Tony Armstrong, Courtney Act/Shane Jenek, Chloe Hayden, Costa Georgiadis, Christie Whelan Browne and TikTok's Mr Luke.

* Emma Memma features on [Ms Rachel Visits the Doctor for a Checkup](#) video, watch a glimpse of the fun times they shared [here](#)!

* Discover the video that has the world captivated [here](#) where Bingo from Bluey joins Emma Memma for a special dance lesson to 'Omelette' from Bluey's Dance Mode album that went to #1 on the ARIA Australian Album Chart. The video has been viewed over 11 million times on YouTube! Watch Emma and her sister, Hayley, take you behind the scenes [here](#) of how Emma & Bingo's dance lesson came to life!

* [Emma Memma's: Visual Album Compilation](#) has had over 2 million views on YouTube and [Emma's YouTube channel](#) has had over 10 million views.

* Relive the magic of Emma Memma's first Australian Twirly Tour with this [delightful video montage](#). Don't miss [the moment](#) that lil Bonnie in the audience realised that Emma Memma is real at the Melbourne show #starstruck

* Emma continues to research integrative and accessible media for her PhD at Macquarie University.

Awards and Nominations:

- 2023 ARIA Awards - Winner - Best Children's Album
- 2023 AIR Awards - Nominated - Best Independent Children's Album or EP
- 2023 Major Minor Music Australia Awards - Nominated - Children's Album Of The Year
- Emma and her sister, Hayley were declared joint winners on [The Amazing Race Australia: Celebrity Edition](#)
- Emma Memma's first book *Hello, Emma Memma* went to #5 in the Bookscan bestsellers (WE 4/3/2023), which includes all books sold in Australia across every genre. And excitingly went to #1 in the Young Adults and Children's category. *Hello, Emma Memma* featured in [Amazon's Best Children's Book of 2023](#)



Content Library

Images - Tour images

[Emma Memma Sydney Opera House Show](#) December 2022 Photo Credit: [@girlinthebandana](#)
[Emma Memma Twirly Tour | Big Top March 2023](#) Photo Credit: Jared Lyons

Image Library

[2023 Emma Memma & Elvin Melvin Images - Photo Credit: Jared Lyons](#)
[2022 Emma Memma Image Library - Photo Credit: Jared Lyons](#)

Emma Memma Book Content

[Overview](#)
[Photos of Emma with Book - Photo Credit: Jared Lyons](#)
[‘Hello, Emma Memma’ Auslan Book Reading Video](#)
[‘How Are You’ Auslan Book Reading Video](#)
[‘Alphabet Day’ Auslan Book Reading Video](#)

Watch the album video compilation

[YouTube](#) | Over 2 million views

Listen to the album

[iTunes](#) | [Apple Music](#) | [Spotify](#)

Footage

Live:

[Twirly Tour montage](#) - March 2023
[Sydney Opera House Shows montage](#) - December 2022
[Australian meet & greet events](#) - October 2022

Official Videos (Auslan):

Emma Memma Visual Album Compilation	Twinkle Twinkle Little Star
Emma Memma Ballet Compilation	Children dancing to Emma Memma Theme
BB Butterfly	Children dancing to Twirly Tuesday
Wheels On The Bus	Happy Birthday (seasonal)
Open, Shut Them	Christmas Lights (seasonal)

Official Videos (ASL):

[Emma Memma Theme in ASL \(American Sign Language\)](#)
[Hello, How Are You? in ASL](#)

Campaigns and Collaborations

[Disney by Emma - Bub & Me at BIG W](#) (2024)

[The Amazing Race - Celebrity Edition](#) (2023)

[LEGO World Play Day](#) (2023) | [LEGO Build To Give](#) (2023) | [LEGO Play Is A Superpower](#) (2023)

[Nintendo Switch](#) (2023) | [Nintendo Switch](#) (2023) | [Nintendo Switch](#) (2023)

[Cricut ANZ](#) (2023)

[Bingo x Emma Memma Dance Lesson](#) (2023)

[ABC Kids Play School Show Time](#) (2023)

[Legomasters Brickmas](#) (2022)

[Destination NSW's ARIA Awards Red Carpet host](#) (2022)

[The Masked Singer](#) (2022)

[Ikea - Mindsets Campaign](#) (2020)



Emma Memma Bio/Overview can be viewed [here](#)

Emma Memma

Sing Dance Sign ... Emma Memma is children's entertainment reimagined.

Emma Memma is for everyone and everyone deserves to experience the joy of singing, dancing and learning sign language with Emma Memma.

Empowering the next generation through movement, creativity, inclusiveness and friendship. Emma Memma, with her love of dance, sign language and music, brings visual communication to the forefront of the children's media space.

Elvin Melvin

Originally from Hong Kong, Elvin Lam was born profoundly Deaf. Elvin's creative passions started with studying theatre design and ice-skating throughout his teenage years. And after a decade of ice skating and attending figure skating competitions, Elvin moved to Melbourne, Australia and in his twenties tried on his first pair of dancing shoes.

Elvin started his interest in dance with Latin, ballroom, Jazz, Hip Hop and contemporary, and then, undertaking ballet for the first time as an adult dancer. He joined *Deaf Can Dance* (Currently, *The Delta Project*) bringing together Deaf and hearing dancers in 2006, performing in Melbourne, South Australia and Queensland and joining their last performance 'Under My Skin' in 2016.

Elvin and Emma first met in 2019 for Sydney Festival's 'She Conjured The Clouds' accessible work by Justene Williams. Currently, Elvin is an avid student of the adult ballet classes at The Australian Ballet and continues to inspire other dancers through his own creative projects.

Emma Watkins

[Images \(for editorial use only\)](#)

Emma Watkins – Children's entertainer with a focus on integrated accessibility through visual communication combined with creative children's screen media.

Dancer and filmmaker Emma Watkins began her performance career early from the age of 3, nurturing her love of dance and movement, performing ballet, Irish, hip-hop, tap and contemporary dance. After dancing in productions around Australia, France, India, Canada, China and New Zealand, Emma joined Australian children's entertainment group, The Wiggles.

Emma's passion for movement and body expression expanded to an interest in sign language and raising awareness of Australia's Deaf community since she was young. Ever since, Emma pursued studying sign language, completing her Diploma of Auslan (Australian Sign Language) and currently studying a Diploma in Interpreting at Deaf Connect and her PhD at Macquarie University in Sydney, focusing on the affective, artistic integrations of sign language, dance and film editing.

Watch [Emma dance and sign Justin Timberlake's "Can't Stop The Feeling"](#) as a tribute to World Deaf Day 2016 (Over 3 million views on YouTube).

Accessible & Inclusive Communication

It would be so appreciated if you could familiarise yourself with the appropriate terminology to use when referring to deaf & hard of hearing people [here](#).

Emma's content is accessible to everyone and where possible all TV interviews with Emma will have an Auslan interpreter, this will be facilitated with the Auslan interpreter appearing as a Picture-in-Picture (PiP) via a zoom link. This is a [great example](#) of how it should look on screen.

If Elvin Melvin is doing a TV interview with Emma Memma, the Auslan interpreter will be in the studio with a camera on them as well for the PiP footage. This is a [great example](#) of how it should be set up.

Discover Emma Memma

[Contact](#)

[YouTube](#)

[YouTube Kids](#)

[Website | Emma Watkins](#)

[Website | Emma Memma](#)

[Linkedin](#)

[Instagram | Emma Memma](#)

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[Facebook](#)

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