Qantas welcomes Bluey onboard in latest partnership



"Bluey" will go global on a Qantas A380 from January

Australia's much-loved series is getting its wings, with Qantas and "Bluey" coming together for a partnership that will see "Bluey" take to the skies across Australia and around the world.

The partnership will be brought to life across the Qantas fleet over the holiday period, with two "Bluey" Christmas-themed liveries appearing on a QantasLink Dash-8 Q400 flying across regional Australia and a Qantas Freight A321 freighter operating in Australia and to destinations across Asia and New Zealand.

"Bluey" will go global on a Qantas A380 from January, with a new livery appearing on flights to destinations including London, Los Angeles, Singapore, Johannesburg and Dallas. Families will be able to follow the aircraft on its travels with a dedicated "Bluey" tracker launching on qantas.com.

Qantas Chief Brand and Corporate Affairs Officer Danielle Keighery said Qantas was incredibly proud to partner with "Bluey."

"'Bluey' has captured the imagination of millions around the world and is one of the most successful TV shows to come out of Australia, sharing the warmth and character of family life in Queensland along the way. Qantas has championed that same spirit for more than a century.

"Each year we welcome so many young flyers onboard, and we continue to invest in the experiences

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families value when they travel with us, from our Joey Club lounge spaces to our kids' kits and inflight entertainment. 'Bluey' is much loved by families in Australia and in many of the destinations we fly to, including the United States and the United Kingdom, and we look forward to sharing this partnership with customers across our network," Keighery said.

"Bluey"-themed kids' kits will also begin rolling out across Qantas' domestic and international network from late January, with limited-edition "Bluey" kids' pyjamas appearing at key moments throughout the partnership.

The "Bluey" experience will extend to selected Qantas international lounges from 2027, with Joey Club zones receiving a "Bluey"-inspired makeover, starting in Auckland before rolling out to Los Angeles, Hong Kong, London and Brisbane.

Sharon Wilson, Director of Brands & Licensing, BBC Studios ANZ said "Bluey has become a global phenomenon, connecting with families around the world through stories that celebrate play and family life. Partnering with Qantas is a wonderful way to bring the world of *Bluey* to life in new ways and create memorable experiences for families as they travel across Australia and around the world."

Qantas and Bluey share strong Queensland connections, with Qantas founded in 1920 and closely linked to Longreach and Winton, while "Bluey" was created in Brisbane by Joe Brumm and Ludo Studio, with the city continuing to inspire the beloved series today.

Qantas continues to make travel easier for its youngest customers, with kids' kits, pre-requested children's meals, dedicated inflight entertainment and the option for families to bring approved inflatable cubes onboard. In selected Qantas lounges, existing Joey Club zones provide dedicated spaces for children to play, read and enjoy activities before their flight.

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