

RADIO SCRIPT

CLIENT: South Australian Tourism Commission

TITLE: Ages Ago

MUSIC: Gentle soundtrack, accompanied with subtle sound effects.

FVO: Ages ago in a simpler, more innocent time, when people left their keys in the ignition at the servo and in-car cup-holders were your hands; the family road trip was iconic.

The mere mention of this often, weeklong odyssey, would send us kids into a sugar rush-like frenzy. Of course, once on the road, this initial excitement quickly morphed into “Are we there yet? Are we there yet?”

“There” was always some place like Beachport or Kingston or Penola and on the way we’d entertain each other with games of ‘20 Questions’ and renditions of ‘99 Bottles of Beer on the Wall’. As out of tune as our singing sounded, it was preferable to Dad’s country music cassettes.

In the back of the family sedan, seat space was shared by brothers, sisters, dogs and cabbage patch kids, and fought for with elbows and by randomly squashing each other into the corners, even when we were going straight.

And let’s not forget Dad’s regular trick of winding his window down and blaming the dog. The look on mum’s face told us it wasn’t the dog.

Of course us kids had tricks of our own too, like pretending to be asleep when we arrived at our destination so Mum and Dad would carry us inside, all floppy in their arms.

They were great times. Magic memories we’ll cherish forever. What will your kids remember?

Find the magic, and the memories, on a family road trip to South Australia’s Limestone Coast.