



**Australian Toy
Association**

ATA 2026 Awards Program Finalists & Winners

Rising Star

Winner:

Heather Somers - BBC Studios

Finalists:

- Jae Williams - Haven Licensing
- Kamyar Zamanzadeh – Hasbro
- Nathan Davoli – Moose

Licensing Awards

2026 Infant/Pre-School License

Winner:

Bluey - BBC Studios

Finalists:

- Gabby's Dollhouse - Universal Products and Experiences
- Peppa Pig - Merchantwise Pty Ltd

2026 Children's License

Winner:

Minecraft – Merchantwise

Finalists:

- Disney's Stitch - The Walt Disney Company
- Harry Potter - Warner Bros Discover



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2026 Kidult License

Winner:

Hello Kitty and Friends - Haven Licensing

Finalist:

- The Walt Disney Company Properties – Star Wars - The Walt Disney Company
- SpongeBob SquarePants - Haven Licensing

2026 Boutique License

Winner:

Beatrix Potter's - Peter Rabbit - Haven Licensing

Finalist:

- Strawberry Shortcake – Merchantwise
- Paddington - WP Brands

2026 Overall License

Winner:

Bluey - BBC Studios

Finalist:

- Disney's Stitch - The Walt Disney Company
- Pokémon - Haven Global
- Minecraft – Merchantwise

Product of the Year Awards

Action Product of the Year

Winner:

MrBeast Lab Hybrids Fusion Hybrid Lab - Moose Toys

Finalist:

- MrBeast Lab Hybrids Fusion Hybrid Lab - Moose Toys
- Beyblade BBX Starter Pack Top – Hasbro



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Collectable Product of the Year

Winner:

Pokemon TCG: Mega Evolution Phantasmal Flames Booster - Banter Toys & Collectibles

Finalists:

- HOT WHEELS® F1® Assortment - Mattel Australia
- Heroes Of Goo Jit Zu Minecraft Hero Pk - Moose Toys

Construction Product of the Year

Winner:

LEGO® Speed Champions Ferrari SF-24 F1® Race Car - The LEGO Group

Finalists:

- Mattel Brick Shop™ Hot Wheels® Corvette® Grand Sport - Mattel Australia
- Mattel Brick Shop™ Hot Wheels® '90 Acura NSX - Mattel Australia

Craft & Activity Product of the Year

Winners:

VTech Create & Explore Musical Activity Desk – Vtech

Finalists:

- VTech Doodle & Draw Learning Board – Vtech
- GUI GUI Deluxe Pack - Moose Toys



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Doll of the Year

Winners:

Monster High® Scary Sweet Birthday™ Doll Assortment - Mattel Australia

Finalists:

- Gabby's Dollhouse Movie Feature Mermaid Doll - Spin Master
- Disney Frozen Elsa Styling Head - Just Play Products Apac

Educational / STEAM Product of the Year

Winners:

Johnco Kameo DIY Colour Coding Chameleon - Johnco Productions

Finalists:

- CONNETIX 48 Piece Bright Portal Pack – Connetix
- Smartivity - Pinball Machine – BMS

Electronic Product of the Year

Winners:

LeapFrog LeapMove - VTech Electronics Australia

Finalists:

- Jurassic World Primal Hatch Interactive Dinosaur & Egg - Spin Master
- Bloomables by Hatchimals Kittyfly - Spin Master



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Game of the Year

Winners:

Flip 7 – asmodee

Finalists:

- SMART GAMES IQ Deluxe: Circle - Innovation First International
- SMART GAMES IQ Bubbles - Innovation First International

Hobby Product of the Year

Winners:

VTech Toot-Toot Drivers Learn & Go Train Set – Vtech

Finalists:

- LEGO® Game Boy™ - The LEGO Group
- iM.Master Limited Edition Holden Sandman - Epic Distribution

Infant/Pre-School Product of the Year

Winners:

VTech Toot-Toot Drivers Bluey Road Trip Play Set - VTech Electronics Australia

Finalists:

Toniebox 2 – Tonies

VTech 3-in-1 Mow & Grow Tractor - Red - VTech Electronics Australia

Kidult/Grown Up Product of the Year

Winner:

Mattel Brick Shop™ Hot Wheels® Mercedes-Benz 300 SL - Mattel Australia

Finalist:

- VTech Karaoke Light Party – Vtech
- Pokemon TCG: Mega Evolution Elite Trainer box - Banter Toys & Collectibles



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Outdoor Product of the Year

Winner:

Hape Outdoor Easel – Toynamics

Finalists:

- Hot Wheels Monster Trucks Tiger Shark Climber RC -
Mattel Australia
- Nerf Minecraft Bow Arc Blaster – Hasbro

Plush Product of the Year

Winner:

Scruffaluv's Single Pack - Moose Toys

Finalist:

- Hug-A-Lumps (Medium) by ZURU - All Brands Toys
- Aphmau MeeMeows 6" Mystery Plush Ice Cream -
Banter Toys & Collectibles

Specialty Product of the Year

Winner:

Micro Rock & Go - Micro Scooters

Finalists:

- Needoh Nice Cube 2025 Assortment - William
Valentine
- Galactic Cruise – Meeple



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Overall Product of the Year

Winner:

LeapFrog LeapMove - VTech Electronics Australia

Finalists:

- Mattel Brick Shop™ Hot Wheels® Mercedes-Benz 300 SL - Mattel Australia
- Flip 7 – asmodee

Environmental and Sustainability Award

Winner:

PlanToys - Build-a-Garden Blooming Greenhouse - Modern Brands

Finalists:

- Bee-Long Eco Crayons - Nourish By Nature
- Cartonic - Acton Sale Australia

Judges Choice Awards

Judges Choice 0-6

Winner:

VTech Peek & Play Learning House - VTech Electronics Australia

Finalists:

- Bluey Fuzzies Collectibles - Moose Toys
- Bluey Digital Camera – Jasnor

Judges Choice 7-12

Winner:

Micropets Single Pack - Moose Toys

Finalists:

- ZipString Aracna - Product Management
- VTech Secret Safe GRWM Fashion Journal - VTech Electronics Australia



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Judges Choice Kidult (13+)

Winner:

UNO Elite™ Formula 1 2025 Core Edition Starter Pack - Mattel Australia

Finalists:

- LEGO® Editions FIFA World Cup™ Official Trophy - The LEGO Group
- Pokemon TCG: Mega Evolution Ascended Heroes Elite Trainer Box - Banter Toys & Collectibles

Kids Choice 4-6

Winner:

Hot Wheels City™ Transforming Stunt Garage - Mattel Australia

Finalists:

- Casdon - Streets Ice Cream Parlour Playset - Modern Brands
- Marble Rush Castle Tile Set - VTech Electronics Australia

Kids Choice 7-12

Winner:

ZipString Aracna -Product Management Group

Finalists:

- Kazaang AquaZ - Reaper - Bms Brands
- Power Launcher - Headstart