

RADIO SCRIPT

CLIENT: South Australian Tourism Commission

TITLE: Back in the Day

MUSIC: Gentle soundtrack, accompanied with subtle sound effects.

MVO: Back in the day, in a time before car climate control and DVD screens, the family road trip was an epic adventure.

You might remember, as a kid, piling into the back of a Kingswood or Valiant station wagon, or some other mobile oven with no air-conditioning, and vinyl seats designed to absorb heat and fuse to the skin.

The destination was usually somewhere like Mount Gambier or Robe or Naracoorte and because there were no i-gadgets or game gismos back then, you'd play things like 'I Spy' and 'Car Cricket' to pass the time.

Of course there was always the obligatory fighting with siblings and someone inevitably ended up with a dead leg. Dad would almost dislocate his shoulder as he helicoptered his arm behind him trying to break you up. Mum would just hand out a packet of jellybeans to shut you up.

The music on the road trip was classic 70's and 80's gold, on cassettes, which always warped in the tape deck and had to be carefully wound back in with a biro.

And who could forget crossing your legs because bathroom breaks were limited to when Dad needed to go. If you were lucky it would be at a roadhouse and you could get a Chiko Roll and a milkshake too. But mostly it was behind a bush on the side of the road, complete with toots from passing cars.

You wouldn't change a thing though. These are magic memories. What will your kids remember?

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