



THE HAPPY LITTLE **VEGEMITES'** PROJECT

INCREDIBLE
THE STORY OF THE INVENTION OF VEGEMITE

PAINTING WITH VEGEMITE

SUPPORTS EDUCATION & WELLBEING

MEETS AUSTRALIAN CURRICULUM STANDARDS

PERSEVERANCE + DETERMINATION + INTEGRITY + COURAGE = RESILIENCE

*Dare to dream
Walk your path
Believe in yourself
Find your team*

Cyril Callister
— FOUNDATION —

THE HAPPY LITTLE VEGEMITES' PROJECT

The Happy Little Vegemites' Project (HLVP) tells the story behind the invention of our best known and most loved Aussie icon, Vegemite, inspiring perseverance, determination, courage and integrity in students, all qualities essential to building resilience and wellbeing.

[Jamie Callister](#), the grandson of the inventor of Vegemite, is passionate about sharing his grandfather Cyril Callister's amazing story.

When Dr Callister first invented Vegemite in 1923, Australians hated it. It took another 15 years of perseverance and determination before we embraced it.

Four out of five Australians have Vegemite in the pantry or fridge but few know the fascinating story behind its success.

The [Cyril Callister Foundation](#) (CCF) with author Jamie Callister (Vegemite the True Story of the Man Who Invented an Australian Icon, Murdoch Books 2023) and CCF President are bringing this story into Australian Primary Schools through storytelling, painting with Vegemite and science.

The program aligns with the Australian Curriculum Standards.

OUR TEAM

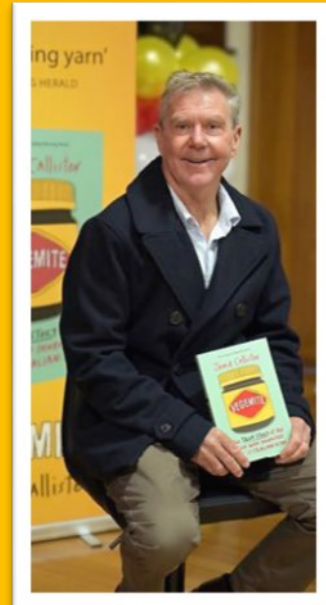
Our highly skilled, professional team are passionate about delivering the HLVP and inspiring Australian students. Jamie Callister, grandson of scientist Dr Cyril Callister the man who invented Vegemite, leads the team to deliver The Incredible Story of the Invention of Vegemite presentation and Painting with Vegemite.

Supported by the Cyril Callister Foundation, all team members have the appropriate qualifications to work with children in your state.

THE PROGRAM

The HLVP offers students a fun, interactive and relatable way to learn through storytelling. Vegemite is a touchstone which is a part of students' everyday lives and an understanding of the story behind its invention can trigger positive emotions that contribute to a healthy and resilient mindset supporting personal development and wellbeing.

Students will be offered an insight into contemporary Australian history and advances in science and technology that align with Australian Curriculum Standards. It demonstrates how it is okay to fail -- in fact failure is very much a part of success -- insights into innovation, entrepreneurship, sustainability and taking a product to market.



"This is a story for all Australians. If you've lived here forever or you're a new kid on the block, this is our story."

Jamie Callister

Our program includes:

THE INCREDIBLE STORY OF THE INVENTION OF VEGEMITE (Presentation supported by a powerpoint presentation with family photographs and Q&A).

When Jamie Callister wrote about his grandfather Dr Cyril Callister, he uncovered a great success story behind the invention of our most loved icon Vegemite. The invention was not without its challenges.

The face to face presentation is delivered to students.

Dare to dream: A young boy's dream of an education in science seemed almost impossible. Cyril came from a large family. His mother died when he was young and coming from a small country town, an education seemed out of reach. His father, a school teacher, encouraged a love of science and learning in all his children.

Walk your path: Cyril worked hard and won multiple scholarships to further his scientific education, including a residency to Melbourne University where he rose to the top of his class in science. At the end of WWI, his scientific talent was recognised and he was recruited by Melbourne entrepreneur Fred Walker to make a spread out of spent brewer's yeast to rival the popular English product Marmite.

Believe in yourself: Inventing Vegemite was challenging – even for a great scientist. But each failure brought Dr Callister a step closer to success. When Vegemite came off the production line in 1923, the Australian public gave it the thumbs down but Cyril was not going to give up. He was determined to persevere with the product and his belief that it had valuable Vitamin B properties.

Find your team: Cyril collected a support team around him with whom he could collaborate and lean on for support. He fostered in them a love of learning and bettering themselves. They didn't all agree with him – which he loved. He encouraged the quality of integrity and to always tell the truth. Lucky for Australians, he didn't give up or we wouldn't have Vegemite today!

Storytelling is a powerful tool for teaching students, offering them something to remember, reconsider and reconnect with long after the story is shared. This is particularly valuable with the Vegemite story, a brand that is on most students' breakfast tables or in their lunch boxes. Students will connect with the qualities of the story that allowed Vegemite to thrive for more than 100 years. These are qualities that build resilience.

PAINTING WITH VEGEMITE

Vegemite is usually found on the breakfast table or in the lunchbox so who would have thought you could paint with it? We have a lot of fun using Dr Callister's legacy, Vegemite, as new medium in the visual art space. Students start with a collage of a Vegemite jar, receive a step-by-step lesson, paint flowers and add their own adaptations. The result is a spectacular Vegemite painting.



Painting with Vegemite: Navarre Primary School, Victoria, 2023.

Some extra additions:

- Happy Little Vegemites sing-a-long. We all know the song and who doesn't love to sing it?
- Vegemite colouring sheet. Perfect for the littlies to busy their hands while they listen to the story.
- Vegemite taste test. You either love it or you hate it. And can we find any Australians who haven't tried it? This always creates a bit of fun and a lot of noise!
- Vegemite give away.

Add to the fun of the day by dressing up in Vegemite colours and having a Vegemite party. Encourage students to bring a Vegemite inspired lunch or morning tea.

The following program meets the learning objectives of the following units of the Australian School Curriculum.

Teachers should choose a program from the following options provided in the table below.

YEAR LEVEL	PROGRAM	AUSTRALIAN CURRICULUM (ACARA) CODES
F-2	Painting with Vegemite	Visual Arts Foundation year (AC9AVAFD01) (AC9AVAFD01) (AC9AVAFD01) Year 1 & 2 (AC9AVA2D01) (AC9AVA2C01) (AC9AVA2P01)
	The Incredible Story of the Invention of Vegemite presentation with family photos and a colouring sheet Happy Little Vegemite sing-a-long and taste test	Foundation year HASS (AC9HSFK01) (AC9HSFK02) (AC9HSFK03) (AC9HSFS01) (AC9HSFS02) (AC9HSFS03) (AC9HSFS04) (AC9HSFS05) Year 1 HASS (AC9HS1K01) (AC9HS1K02) (AC9HS1K03) (AC9HS1S01) (AC9HS1S02) (AC9HS1S03) (AC9HS1S04) (AC9HS1S05) (AC9HS1S06) Year 2 HASS (AC9HS2K01) (AC9HS2K02) (AC9HS2K03) (AC9HS2S01) (AC9HS2S02) (AC9HS2S03) (AC9HS2S04) (AC9HS2S05) (AC9HS2S06)
3-4	The Incredible Story of the Invention of Vegemite presentation with powerpoint and family photos Q&A Happy Little Vegemite sing-a-long and taste test	Year 3 HASS AC9HS3K01 AC9HS3K02 AC9HS3S01 AC9HS3S02 AC9HS3S07 Year 3 Science (AC9S3U04) (AC9S3H01) (AC9SH02) (AC9S3101) Year 4 HASS (AC9HS4S02) (AC9HS4S04) (AC9HS4S05) (AC9HS4S06) (AC9HS4S07) Year 4 Science (AC9S4U04) (AC9S4H01) (AC9S4H02)
	Painting with Vegemite	(AC9AVA4D01) (AC9AVA4C01)
	Learning about vitamins/vitamin testing <i>All equipment provided</i> <i>Includes worksheet</i>	Year 3 Science (AC9S3102) (AC9S3103) (AC9S3105) Year 4 Science (AC9S4102) (AC9S4103) (AC9S4105)

5-6	<p>The Incredible Story of the Invention of Vegemite presentation with powerpoint and original family photos Q&A <i>Includes worksheet</i> <i>Includes taste test</i> <i>Includes Happy Little Vegemites sing-a-long</i></p>	<p>Year 5 HASS (AC9HS5K01) (AC9HS5K02) (AC9HS5K03) (AC9HS5K06) (AC9HS5K08) (AC9HS5S01) (AC9HS5S02) (AC9HS5S03) (AC9HS5S04) (AC9HS5S05) (AC9HS5S06) (AC9HS5S07)</p> <p>Year 5 Science (AC9S5H01) (AC9S5H02) (AC9S5I01) (AC9S5I02) (AC9S5I04) (AC9S5I05) (C9S5I06)</p> <p>Year 6 HASS (AC9HS6K01) (AC9HS6K03) (AC9HS6K06) (AC9HS6K07) (AC9HS6K08) (AC9HS6S01) (AC9HS6S02) (AC9HS6S03) (AC9HS6S04) (AC9HS6S05) (AC9HS6S06) (AC9HS6S07)</p> <p>Year 6 Science (AC9S6H01) (AC9S6H02) (AC9S6I01) (AC9S6I02) (AC9S6I04) (AC9S6I05) (AC9S6I06)</p>
	<p>Painting with Vegemite <i>All Vegemite and equipment provided</i> <i>Students need to bring an art smock</i></p>	<p>Visual arts (AC9AVA6D01) (AC9AVA6C01)</p>
<p>*Please discuss with us flexibility to speak at your assembly or combined classes and year levels</p>	<p>*Please note we have provided the Australian Curriculum Standards codes as developed by ACARA.</p>	

We encourage teachers to add to the excitement and value of the day by including lead-in and follow-up activities. Some suggestions include:

- Experiment by painting with Vegemite: spend a few weeks practising with this medium, making it thicker, finger painting etc so students are well prepared to make a Vegemite masterpiece.
- Discuss the value of vitamins in a healthy diet and how they contribute to a healthy body and happy mind.
- Talk to students about the times – the 1920s to 1950s. For example, at this time refrigeration wasn't invented and neither was the toaster!

TESTIMONIALS

"Our students were captivated by Jamie's presentation and learnt about Cyril's persistence and resilience in trying to turn a dream into reality."

Suzanne Slater, Navarre Primary School, Principal.

"Our students were really excited to hear the Vegemite story. It's message had a great impact and it was a fun and rewarding day for everyone."

James van Gelderen, Pacific Coast Christian School, Tweed Heads, Principal

PROGRAM FEES

The pricing reflects our fees and includes all items required for our classes.

Student numbers for activities must be confirmed 14 days prior to incursion and a 25% deposit must be paid.

In-person (full day)	Inclusions	Additional costs
\$1000	<p>Items included:</p> <ul style="list-style-type: none"> Vegemite Paint brushes and trays Paper Spray Colouring sheet Work sheet and answers <p>REQUIRED</p> <p>Students required to bring art smocks</p> <p>Screen for powerpoint presentation</p>	<p>Plus GST</p> <p>Where possible we attempt to include a number of schools in the region to limit travel costs. Accommodation and travel costs may be required for travel to and from some remote/ regional locations.</p>

ENQUIRIES & BOOKINGS

Please contact Libby Callister libby@cyrilcallisterfoundation.org M: 0418 151 685

LEARN MORE

[Jamie Callister](#) [Cyril Callister Foundation](#)