

who what why

an education in toys!



Eugy - lots of styles available in store
Build eco-friendly, collectible 3D models with sustainable cardboard. Loads of adorable animals to collect. 6+.
\$17.95



Folkmanis Highland Cow Puppet
Bring stories to life with this soft shaggy cow puppet with movable mouth. 41cm. 3+.
\$135.95



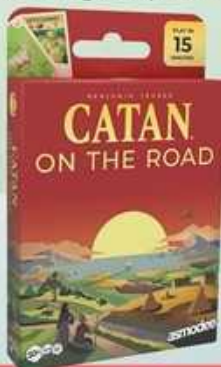
Selection Available.

Vinny V8 Vintage Racer

Learn how machines work! Assemble a detailed vintage racer featuring a working V8 engine, steering, suspension, transmission and motorised drive for hands-on STEM fun. 2xAAA batteries not included. 10+
\$59.95



Catan on the Road
A card game version of the classic Catan. 3-4 players. 10+
\$19.95



BONTEMPI Trumpet

Budding musician in the house? Encourage fun & expression with a toy trumpet. 3+
\$36.95



Hape Dreamcatcher Swing

Swing, spin, and dream away the afternoon. Perfect for family, multiple kids and adults. Heavy duty design. Holds up to 225kg. 3+
\$179.95



Rock & Go Mini Deluxe LED Scooter

An AWARD WINNING multi age, multi stage scooter to use from 1 to 6+ years. Start with guided rocking play from 1 year old then, ride on scooter with seat to independent scooting at stage 6. More colours available.
\$299.95

ITSA
It's your local toy shop!

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Contact Us
02 6041 1700
485 Dean Street
Albury, NSW, 2640
shop@whowhatwhy.com.au
www.whowhatwhy.com.au

Trading hours:
Mon-Fri: 9am-5.30pm
Thurs: 9am-7pm
Sat: 9am-4pm
Sun: 10.30am-1.30pm
but- you will probably find us here longer!!!

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Find Us Here



Imagine that!

Océane



Marin



**Corolle Bath Doll
Marin or Océane**

Ideal in the water they hang & dry easily after playtime. Featuring a soft body and closing eyes.

30cm. 18m+
\$79.95 each



Bayer Xeo Dolls Pram

2-in-1 convertible doll pram, front and rear facing, height adjustable, can convert to a stroller. Suitable for dolls up to 46cm. 3+
\$179.95



Rainbow Unicorn Cape & Headband

Sparkle and shimmer in this flowy cape and matching unicorn headband. Suits 4-6yrs
\$49.95



Wooden Tea Set

Charming, durable and ready for an imaginary tea party. 12pc. 3+
\$39.95



Toddler Picnic Basket  **Hape**

A packed lunch full of imagination! Soft, spongy pieces for little hands. 18m+
\$34.95



Doll Feeding Set

Charming wooden set is perfect for little ones to practice caring for their dolls.

Teddy sold separately. 3+
\$29.95



 **Hape**

Clean Up Broom Set

Make tidying fun & develop social skills with these realistic wooden cleaning tools. 3+

\$59.95

Play Kitchen Set
Designed to make a small chef feel like a big chef! Includes cooking accessories. 73x30x64cm. 3+
\$199.95





Wooden Retro Train & Station Set

A classic! An open-back interactive station, auto-retracting crane, with realistic refuelling sounds. 3+
\$134.95



Rail World Discovery Mat

Made for engaging, imaginative play. A detailed cityscape with a harbor, farm, and city services. 150x95cm. 3+
\$44.95



MAN TGA Skip Container Truck

Time to get to work hauling the rubble. Real loading action with the detachable skip. 46x17.5x24.5cm. 4+
\$119.95



Kidymic

A portable karaoke microphone for kids. Features: Wireless, Built-in Speaker, Voice Changer, LED Lights. USB rechargeable. 4+
\$54.95



Electronic Rock Guitar

Unleash your inner rockstar. Metal strings & some demo songs inc. Require 2 x AA batteries not included. 55x21cm 3+
\$49.95



Playmobil

ESA: Mars Research Rocket

New discoveries await on every Martian landscape playdate. 9.5x25x35cm. 4+
\$129.95



MAN TGS Crane Truck

Bring your construction site adventures to life. Swivel & hydraulic crane, heavy duty plastic. Crane extends to 1m. 42.5x17.5x24cm. 4+
\$149.95

Maxx Action Fire Truck

Flashing LED lights, siren sounds, and a motorized engine that speeds you to the rescue. 16x30x14cm. 3+
\$89.95



Fire Fighter Outfit

Gear up, ready to play in your imagination. Fits 3-6 yrs
\$39.95



Musical Playmat

Step, dance, and create!! 10 keys, 8 sounds and built-in demo songs. Requires 3 x AA batteries. 130x48cm. 3+
\$74.95

Early years



Tendresse Eloise Doll

Meet Eloise, a charming 25cm fabric doll, a soft and cheerful companion. 0+
\$42.95each



Sensory Car Keys

The silicone case features 4 buttons with realistic car sounds. Includes 3 x LR44 batteries. 18m+
\$34.95



Lilliputiens Jules Dog Roly-Poly

Perfect for helping babies develop coordination and sensory awareness 3m+
\$42.95



Pure Walker With Blocks

18 blocks to sort, exclusive braking system to lock then gradually release the wheels for emerging walkers. 12mths+
\$129.95



Busy Builder Activity Blocks

More than just blocks. Rattles, rollers, emotional faces, and textured cars. 27pcs 12m+
\$54.95



Spin Again

Drop the discs and watch them spin! The ultimate cause-and-effect toy for curious minds. 12m+
\$49.95



Crane Lift with Dumper

Lets little builders lift, load, and transport materials. 3+
\$49.95



Hape

Little Racer's Busy Board

Portable & perfect for little mechanics to twist, turn, and 'fix'. Inc. engine sounds & lights. 31x8x28cm 3+
\$46.95

Magnetic Drawing Board 2in1
Double the fun with the double-sided magnetic drawing board 24.5x17.5cm. 3+
\$46.95





Colour Burst Skwish

A vibrant and engaging safe wooden toy for little hands. 0+
\$32.95

Magnetic Flexi Tubes

Build wild 3D structures with flexible tubes and magnetic connectors that twist, bend, and snap together. 3+
\$24.95



PlayTab Essentials Set

A busy board with six magnetic sensory tiles. For floor or play on the go! Interchangeable with other tile packs- sold separately. 12m+
\$64.95



Pic n Pop

The ultimate ball-blasting fun. Roll over, scoop up, and go again! 18m+
\$34.95



Gioia Bells
Perfect for toddlers to explore rhythm, sound, and creativity. 18m+
\$42.95



Bubbling Submarine

Creates a gentle stream of bubbles with every dive. 100% recycled plastic. 6m+
\$14.95



Twist & Tune Turtle

Twist, turn, and listen to gentle melodies. Turtle offers textured, safe sensory play for little explorers. 0+
\$32.95



Tubing Pull Back Boat

Pull back the bear and watch the boat move through the water! 18m+
\$19.95



Soft Clemmy Car

Squeezable Clemmy blocks stimulate tactile awareness and early problem-solving. 6m+
\$34.95



Build it!

Fat Brain Toys



Magna-Tiles microMAGS Spring Garden Travel Set
Best Selling magnetic tile travel pack in NEW spring colours.
24pc. 3+.
\$39.95



Air Toobz
The ultimate air-powered STEM set that lets kids design, build, and watch foam balls zoom through the maze. 3+
\$219.95



TileTek Mega Recycling Truck
Build a garbage truck with magnetic tiles- play pick up tiles and load them into the back. 3+
\$59.95

Build-ables Dump Truck Remote Control
Assemble, grab the remote and command your own construction site with lights, sounds & dumping action. 3+
\$29.95



BRIO Builder Starter Set 49pc
Wooden STEM-based construction kit for little inventors. Includes nuts, bolts, and tools in a storage toolbox. 49pc 3+
\$49.95



Build-ables Motorbikes 2 in 1
Two vehicles to build and re-build, then play. Easy to assemble for young children. 3+
\$24.95



Smartivity Pinball Machine
Build a working pinball game. Engage STEM and build confidence. Eco friendly wood. 8+
\$59.95



NEW!

Clixo Tiny & Mighty Marine
Glow-in-the-dark ocean inspired colour - snap together to create unique 3D structures. 9pcs 4+
\$24.95



Clixo Dinosaur Pack
36 flexible magnetic pieces to build colourful, prehistoric creatures. Perfect for STEAM play and on-the-go fun. 6+
\$69.95

Discovery Zone

Kameo - DIY Colour Coding Chameleon
Build, code, and play with Kameo, the interactive robot that changes colour to match surfaces! 10+
\$79.95



Metal Detector

Find metal objects down to 15cm under the ground, great for outdoor treasure seekers. 8+
\$89.95



NEW!

Rock Tumbler

Turn ordinary rocks into sparkling treasures. Includes rough rocks, polishing grit and jewellery accessories. 14+
\$89.95



Rock Tumbler Refill

Includes a collection of rough rocks, polishing grit, and jewelry settings. 8+
\$39.95

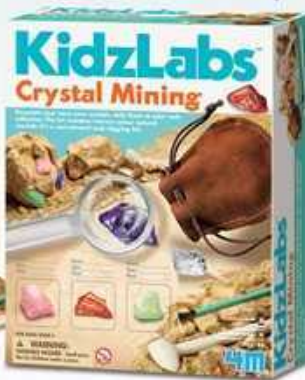


Airdrive Pro Engine Racer

Build, pump, and zoom! Harness the power of air to build your own high-speed racer—no batteries required. 8+
\$44.95

KidzLabs Crystal Mining

Dig, discover, and display 8 stunning natural crystals hidden inside the plaster 'rock'. 5+
\$26.95



Kidymicroscope

Explore hidden wonders with this easy-to-use lit microscope for curious minds! Magnification 50x, 150x, 300x. Requires 2 AA batteries. 8+
\$57.95



KidzLabs Rainbow Unicorns

Play based learning with this Unicorn themed STEAM kit! 20+ activities like moulding unicorns, mixing colours, and exploring augmented reality. 5+
\$49.95



KidzLabs Mega Motor Science

Explore motor-powered STEM fun & build 10+ projects using dual power sources to learn about circuits and kinetic energy. 8+
\$59.95



PUTTY! Colour Changing or Scented Toppings
Stretch, squish, and mould this soft putty. Choose colour changing or scented. 3+
\$11.95 each



5 Styles of Each.

7

Game On!



Noodle Knockout Fine Motor Game
Co-ordinate fine motor skills trying snag oodles of noodles. Build colour and counting skills making your ramen! 1-4 players. 4+
\$49.95



Snug as a Bug in a Rug!
Collect the bugs before the pesky stink bugs take over! A co-operative, matching game for preschoolers! 2-4 players. 3+
\$39.95



Reel Big Catch Game
Catch telescoping fish and measure them to see who has the biggest! 2-3 players. 3+
\$59.95



Panda-Monium
A family/party game, race to collect a squeaky panda before they all disappear. Many ways to play. 3-8 players. 5+
\$39.95



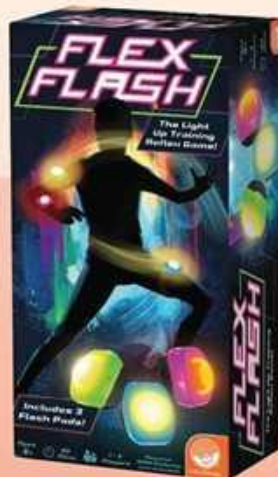
Brilliant Game
With straightforward rules and zero downtime, all players roll and compete at once; ideal for family game nights. 1-6 players. 8+
\$34.95



Temple Twist
A co-operative adventure... move walls, guide an explorer to escape before time runs out. Co-operative Game Spielwarenmesse Winner 2026. 1-4 players. 8+.
\$49.95



Taco Kitten Pizza Junior
Hand-slapping mayhem with the junior version of the hit party game! 2-6 players. 4+
\$19.95



Flex Flash Reflex Training Game
Solo or team game of speed. Flashing light pads demand quick reflexes! Requires 6xAAA batteries. 1-4 players. 8+
\$39.95



Pass the Koalas Game
Collect points depending on how the koalas land. 2+ players. 6+
\$29.95

Flip 7 with a Vengeance
Fast flipping fun! Flip cards without flipping the same number twice. Use strategy to collect points. 3+ players. 8+
\$22.95





That Brick Game
Stack bricks, avoid hazards, and sabotage other builders to win with the smallest pile of rubble.
2-8 players. 8+
\$39.95



Outfox Board Game
Ingenious yet simple, a blend of logic, strategy, and the thrill of outmanoeuvring an opponent. ADHD inclusive. Invented by an Australian 6y.o. 2-4 players. 6+
\$49.95



Dropzone

Use careful engineering to build a marble run with different pathways.
80 challenges.
1 player. 8+
\$42.95



3 in 1 Tabletop Games

A compact unit designed for space-saving fun. Easily switches between football, table tennis, and hockey. 61x52x21cm. 5+
\$79.95



IQ Flow
Solve 120 challenges by sliding pieces, thinking & planning. On-the-go brain-teasing!
1 player. 7+
\$24.95



Kanoodle Shape Escape

Set the timer, try to solve the puzzle OR watch the wall knock it down. 2 players. 7+
\$59.95



200pc Observation Puzzle
Secrets of the Sea
6+
\$29.95



54pc Puzzle
Polar Softness
5+
\$26.95



FormAnimo Animal Geometry Game
Chunky wooden pieces encourage logical thinking skills in this animals puzzle. 18.5x20cm. 4+
\$28.95



Active Fun

m-cro

Freestyle Pogo Stick

Outdoor thrills n spills! Foam covered metal frame, non slip foot treads, fully enclosed springs. 18-36kg. 6+
\$79.95



Mini Hornits

Transform your bike or scooter with 25 wild sounds. The integrated safety light features five different modes. 5+
\$34.95



Neon Night Racer Remote Control

Light Up action with neon LED's for eye-catching racing! 2.4GHz frequency. USB rechargeable included. 30cm. 6+
\$59.95



Sprite LED Art Collection

The coolest ride with bold deck art to make you stand out! High-quality, durable, adjustable & light weight. Art collection available in 3 colours. 5+
\$269.95

Extreme Metallic Cross Country Remote Control

Zooms up to 25km/h!!! Soft oversize tyres with great suspension. Car USB rechargeable. Requires 3xAAA batteries. 37x27cm 8+
\$99.95



Indoor Basketball Game

Bring the excitement of the arcade right into your home. Easy to assemble and pull down. Includes ball and pump. 90x45x136cm. 5+
\$69.95



Heli Rockets

Pull back on the bungee, launch, hear them whistle as they soar! 6+
\$19.95

Soft Badminton and Tennis Set

Lightweight racket set. Great for beginners and active family playtime. 3+
\$19.95



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Hover Soccer

Light up, glides on air; fuss free indoor soccer! Foam bumpers. USB rechargeable. 6+
\$19.95

Bounceback Ball LED

Strap on the Bounceback LED and light up the night with every gravity-defying bounce. 5+
\$19.95

Moonshine Ball

PLAY! Bounce to activate the glow, bounce, catch! Awesome at night. 5+
\$14.95



Hape

Gardening Tools

Kid-sized metal and bamboo gardening tools lets them dig, rake, and plant in the garden. 4+
\$44.95



Fishovel Gowi Shovel

Beach, sandpit or bath scoop. Shower end adds water fun! Fun fish design encourages all day play! 12mths+
\$9.95



AquaPlay LockBox Waterway

Journey through the lock system. Accessories included. Easy to fold and store. Assembled 88x50x22cm. 3+
\$109.95

John Deere Wheelbarrow Set

Metal wheelbarrow with gloves, shovel, rake & spade. 3+
\$99.95



Rockin' Pockets Toss Game

A fast-paced cornhole twist! Players simultaneously toss bags into the rocking target unit to score and claim victory! 3+
\$74.95



Dancing Parrot Water Sprinkler

Wiggle, spray, and play! The Dancing Parrot is the ultimate lawn cooling companion. 3+
\$26.95

Pop-out Beach Castle Bucket

Pop it out, fill up, and create a sand masterpiece in seconds. Includes accessories. 2+
\$14.95



Creative Sparks

Kidydraw Mini
LCD drawing book
featuring 30 illustrations
in different themes.
Perfect for travel. USB
rechargeable. 4+
\$39.95each



Other Themes Available.



Stone Carving Kit:
Sea Turtle or Penguin
Complete your own
unique stone animal
carving. Safe for
children. 8+
\$49.95each



NEW!

ALABASTER CARVING KIT
PENGUIN



**Passionflower Engraving
& Painting Workshop**
Kids can carve unique
designs to make
reusable stamps to
decorate 12 floral-
inspired cards. 7+
\$34.95



Travel Spin & Draw
Build on fine motor
skills; users create
endless designs and
patterns. Packs away
in a neat case 3+
\$19.95each

Cyanotype Starter Kit
Harness the power
of the sun to create
stunning art. 7+
\$34.95



Lumimags
Arrange and re-arrange
designs and messages
with light-up magnetic
cubes. 3 AAA batteries
included. 8+
\$39.95



Glow Friendship Bracelets Kit
Plan, design & braid accessories
that glow! 5+
\$22.95

**Mini Cross
Stitches Kit**
Small projects,
easy instructions,
big results.
Perfect for
beginners. 5+
\$26.95



Window Art:
Garden or Jungle Animal
Illustrate windows and mirrors with reusable
stickers and smooth-gliding beeswax crayons.
Draw, decorate, stick & wipe clean. 3+
\$18.95each



TERMS & CONDITIONS: All sizes and ages listed are guide only. Pricing and availability may vary from store to store. All images and text hold their own copyright and have been used with the permission by the copyright holder. Published by Independent Toy Specialists of Australia Co-operative Limited. ABN 78 531 699 289. Sale ends close of business 24/12/2026 or while stock is available. All ITSA stores are independently owned and operated. Products may not be available in all stores. Some products contain button batteries. Seek immediate medical attention if a battery is suspected to be swallowed or inserted inside any part of the body.