

SHOWBIZ

THE OFFICIAL QUARTERLY NEWSLETTER OF THE RNA, RNA SHOWGROUNDS & ROYAL QUEENSLAND SHOW

Autumn Edition, 2011

**48,000 ATTEND
SOUNDWAVE**
pg 7

HISTORY IN THE MAKING

The RNA Redevelopment
commences pgs 3-4

57 YEARS ON...

Memories from
Ekka 1954 pgs 10-11

CONTENTS

Construction starts on Queensland's biggest urban renewal	3
Richer and Creamier than Ever – Embracing Dairy	5
News in Brief	6
Sell Out Crowd	7
Ekka 2011 News	8
Watch out for the Reds	9
Memories from Ekka 1954	10
The Rise and Rise of Social Media	13
Taking Camembert to Cloncurry	14
Event Calendar – What's Coming Up	15



MESSAGE FROM THE PRESIDENT



Ekka is in town to stay

Following one of our most solid financial years in history and the approval of the RNA Showgrounds Regeneration Project in late November, the RNA is about to embark on an exciting ride which will drive your Ekka towards the future.

For Brisbane and Queensland the Ekka is in town to stay.

These grounds, which have become so much a part of life here, will be an extraordinarily special place in 15 years time. The vision of the RNA Council, in conjunction with the enthusiasm of our development partners Lend Lease, and the support of the community, will ensure the RNA Showgrounds will be home for many of our traditional events for years to come. These include the Caravan and Camping Show, Tinnie and Tackle Show, March Home Show and concerts. Plus the transformation of the Industrial Pavilion into a new convention and exhibition centre will have a huge capacity and flexibility for conducting functions and events.

Our RNA Councillors have volunteered much time away from their businesses, particularly in the last six months, to achieve this desired result, and with the dedication and hard work of our staff we now have our project up and running. Various areas of Government, Brisbane City Council, the Urban Land Development Authority and other instrumentalities have been cooperative and willing to assist the process and we are appreciative of this.

Thank you to our members for your participation in the Ekka. Your involvement and that of your family and friends, is what drives us to go forward to have better facilities in the future. Competition schedules for Ekka 2011 will be with all exhibitors in the coming weeks and we look forward to seeing so many of you this August.

Lastly, on behalf of the RNA, I extend our thoughts and prayers to our fellow Queenslanders impacted by the flood crisis. We offer our sincere and heartfelt sympathy to all those in metropolitan and rural areas that have been devastated by this tragedy.

Allan Warby OAM
RNA President

**“The RNA is about to
embark on an exciting ride
which will drive your Ekka
towards the future.”**

Cover picture: World renowned Guns N' Roses guitarist Slash performed at the Soundwave music festival at the RNA Showgrounds in February. The sold out event attracted 48,000 people with headline act Iron Maiden playing alongside Queens of the Stone Age, Slayer, Primus and many more during the 11 hour festival. Photo courtesy of Kayne Lens.

RNA SHOWGROUNDS REGENERATION

WHAT IT MEANS FOR THE 2011 EKKA

Construction on the world-class \$2.9 billion RNA Showgrounds Regeneration will commence in April 2011.

Stage one of the project includes major works to the Industrial Pavilion, known as the Showbag Pavilion during Ekka, transforming it into a new convention and exhibition centre.

The Ekka will continue to operate throughout construction however these works will result in some locational changes for attractions such as showbags at this year's Ekka:

- Showbags will be housed in a purpose built \$1.3 million facility located in the sideshow alley entertainment precinct. Showbags are scheduled to return to the new exhibition and convention centre for Ekka 2012.
- Fine Arts will now be situated on the ground floor of the same building it currently resides in – the Walter Burnett Building.
- Flower and Garden will move just a short distance to a nearby pavilion in Main Parade.

New facilities will ensure the Royal Queensland Show remains one of the biggest and best events in the nation. This world-class \$2.9 billion 15 year regeneration project will secure the Ekka's location at its rightful birthplace – the RNA Showgrounds. It will also ensure that handlers can continue to stay in close proximity to their prize winning animals, with new state-of-the-art large animal facilities and a new level of comfort.

"This transformation will revitalise the area reflecting the modern, cosmopolitan Brisbane while at the same time protecting an important part of our history." Anna Bligh – Premier of Queensland

CONSTRUCTION STARTS ON QUEENSLAND'S BIGGEST URBAN RENEWAL

HISTORY IN THE MAKING – RNA SHOWGROUNDS REGENERATION PROJECT BEGINS

After seven years of planning, construction is starting on the world-class \$2.9 billion RNA Showgrounds Regeneration – the largest urban renewal project in Queensland.

Queensland Premier Anna Bligh officially launched the project on March 28 which is projected to deliver more than 2,000 jobs and \$300 million a year in economic benefits to Queensland.

As part of the official launch, the Premier unveiled the design of the first stage of the project – the transformation of the iconic Industrial Pavilion – known to the public as the showbag pavilion – into a \$59 million convention and exhibition centre. The new centre will importantly retain the key heritage facades built in 1937.

"This is one of Brisbane's landmark historic precincts but after more than 70 years it's desperately in need of a facelift," Ms Bligh said.

"This transformation will revitalise the area reflecting the modern, cosmopolitan Brisbane while at the same time protecting an important part of our history.

"It also provides the inner city with a major economic boost while creating thousands of jobs.

"This is a project that has been able to get off the ground because the government has facilitated the RNA's \$59 million funding contribution to the redevelopment of the Industrial Pavilion through a loan from Queensland Treasury Corporation when private finance for projects of this scope is not readily available."

RNA Chief Executive Jonathan Tunny said the regeneration of the RNA Showgrounds - a famous landmark synonymous with Queensland's social heritage and culture - represented an historic milestone for Brisbane and was a once in a lifetime project.

"This is an important project for the state as it safeguards the legacy of the 22 hectare site, the home of the beloved Royal Queensland Show (Ekka), while also transforming the grounds into a lifestyle and cultural hub for the community to access all year round," he said.

"The project will ensure the Ekka remains at the RNA Showgrounds making Brisbane one of the only Royal Shows in Australia to maintain its country and city links by holding the show right here at its original inner city location.

"It also means the Ekka's history, traditions and unique atmosphere will be preserved by upgrading and replacing venues to provide state-of-the-art facilities."

Mr Tunny said stage one construction works would result in some locational changes for attractions such as showbags at this year's Ekka.

"Showbags will remain a major part of the Ekka, and this year will be housed in a purpose built \$1.3 million facility offering the same great range as previously, and will be located in the sideshow alley entertainment precinct," he said.

"Once construction on the RNA's new convention and exhibition centre's ground floor is completed in 2012, showbags will return to their original home where the public can enjoy the new facilities."

Mark Menhinnitt, Chief Executive Officer of Lend Lease in Australia - the RNA's development partner - said the company was excited about starting work on this transformational project.

"After two years of working closely with the RNA to turn this vision into reality, our project team is on site and has just started work," he said.

"It's very fitting that the iconic Industrial Pavilion, the home of the Ekka showbags, is the first building to be revitalised. Its conversion into a world-class convention centre will set the scene for the renewal of this entire precinct, creating a vibrant extension to the Brisbane CBD."

The 15 year regeneration project represents the largest Brownfield development of its kind in Australia and includes 416,000m² of new residential, commercial and retail buildings.

Lend Lease will construct the revitalised Industrial Pavilion and other RNA facilities as well as develop 5.5 hectares of land

into future residential, commercial and retail space.

Mr Tunny said the regeneration of the RNA Showgrounds meant the site was finally getting the facelift it deserved and would become a destination synonymous with events, fashion, design, lifestyle and culture, hosting events and shows all year round.

The RNA Showgrounds Regeneration Project involves:

340,000m² of new residential, commercial and retail development located on 5.5 hectares around the extremities of the RNA site, together with 76,000m² within the RNA site

New large animal pavilions

Upgrading the pavilions, ovals and stands

Linking neighbouring precincts and suburbs with cycle and walking paths

Providing a hotel to accommodate Brisbane's business and tourist visitors

An urban community consisting of commercial, retail and residential buildings

Stage one works include:

Industrial Pavilion to be transformed into a 22,000m² convention and exhibition centre

\$7 million in enabling infrastructure works to improve stormwater and sewer works

Design and development of Fresh Food Markets

Design and development of Grand Parade and Ekka Plaza

Design and development of the first residential and commercial precinct

Design and development of a hotel

Other major stages will occur over the 15 years including design and construction of a cattle pavilion and horse pavilion and further residential, commercial and retail development.

Mr Tunny said the new convention and exhibition centre would total 22,000m², an increase of 10,000m², and house a variety of exhibitions and events on a year round basis.

"It will include a large exhibition hall, a public car park comprising of up to 280 spaces, a large commercial kitchen, meeting and board rooms and the RNA's new office," he said.



RNA Showgrounds
Convention and Exhibition
Centre Artist Impression

RICHER AND CREAMIER THAN EVER



EMBRACING DAIRY

Winning the butter competition at the Ekka in the 1880s and 1890s proved a windfall with cash awards of up to three guineas*.

Rather than three guineas, winners at this year's Dairy Produce Show in May will be awarded with the Dairy Australia Grand Champion Dairy Product of Show trophy.

The dairy produce competition will kick off this year's Royal Queensland Food and Wine Show (RQFWS), judging 48 classes within butter, cheese, dairy desserts and yoghurt, cream, buffalo, goats and sheep milk products and student made dairy produce.

Now attracting almost 500 entries, the Dairy Produce Show has been a major part of the RNA's history and traditions, stemming back to the first ever exhibition in 1876.

New inclusions for this year are classes for fetta cheese and modified milk, plus a brand new trophy for the best Queensland producer.

Judges look for flavour and aroma, body and texture, presentation and condition.

With the RQFWS fast approaching producers will have their products put to the ultimate test competing against others in their field.

Although ice cream has been a part of the RQFWS for many years, this year an entire show will be dedicated to ice cream, gelato and sorbet.

This will become the eighth RQFWS competition joining wine, dairy, beef, lamb, olive oil, sausages and beer, taking place from May to October this year.

Some of Australia's most respected and experienced food industry professionals have been selected as judges, providing competitors with invaluable feedback on their products.

The 2011 RQFWS dates are:

Dairy Produce Show – since 1876	9 – 12 May
Ice Cream Gelato & Sorbet Show – new stand alone competition in 2011	10 – 12 May
Branded Lamb Competition – since 2010	6 June
Branded Beef Competition – since 2005	7 June
Royal Queensland Wine Show – since 1876	3 – 7 July
Olive Oil Show – since 2009	13 – 14 July
Sausage King Competition State Final – since 2010	14 August
Beer Competition – since 2010	October

* Information sourced from 'Showtime – A History of the Brisbane Exhibition' written by Joanne Scott and Ross Laurie, 2008.

RURAL DISCOVERY DAY

Swimming superstar, Danette the Wonder Cow, will appear at this year's Rural Discovery Day at the RNA Showgrounds on May 26.

Danette, who placed third in one of last year's Ekka competitions, was swept away by flood waters from her paddock near Lowood, but was found three days later happily swimming 95 kilometres from home at the mouth of the Brisbane River.

The Murray Grey heifer bloated her stomach to make floating easier as she dodged currents, debris and even some dangerous water creatures during her incredible journey.

More than 850 primary school students and 120 teachers will also get the chance to cuddle baby lambs, milk a cow, visit an alpaca, taste honey straight from the hive and shoe a horse at Rural Discovery Day.

Held at the RNA Showgrounds since 2003, Rural Discovery Day has proven to be an entertaining educational experience.

The event will showcase Queensland's primary industries and is aimed at educating children about 'all things rural' to develop an understanding of where their food, fibre and foliage come from.

RNA Chief Executive Jonathan Tunny said this event allows primary school students to taste some of Queensland's best produce and talk to real farmers – something that many children don't have the opportunity to do.

"They will be shown that anytime they eat fresh food, wear a pair of jeans or put milk on their cereal, they are supporting Australia's primary industries," he said.

Barnyard Babies are bringing their baby animals for students to cuddle, and fresh food straight from the Brisbane Markets will be there to taste; while sheep dogs from the Queensland Working Sheep Dog Association will be busy rounding up sheep for shearing.

Nambour State High School will be teaching the students how to milk a cow; students from Proston State School will be demonstrating how to prepare beef cattle for show; and QUT Gatton students will be shoeing horses during their farriery demonstrations.

5 things kids will learn at the RNA's Rural Discovery Day

- How long does it take a cow to get ready in the morning?
- How far can a Murray Grey heifer swim?
- How quickly can a sheep dog round up a sheep and lead to a shearer?
- Does honey taste the same straight from the hive?
- What kinds of shoes do horses wear?

DANETTE THE WONDER COW ON THE MOVE AGAIN

Evacuation Centre

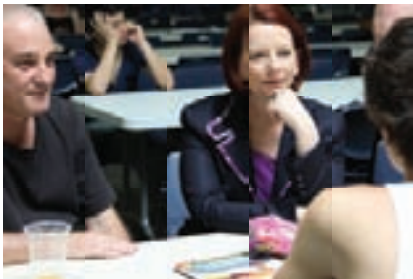
As part of the Queensland Government's disaster planning, the RNA Showgrounds housed the state's largest evacuation centre for Brisbane residents affected by the floods. The centre was home to more than 1,600 evacuees throughout the eight days of operation in January.

The Exhibition, Commerce and Auditorium buildings were used to provide 24 hour support through accommodation, administration and dining facilities. A Recovery Centre remained at the RNA Showgrounds for a further two weeks to provide vital information and assistance to flood victims.

RNA Chief Executive Jonathan Tunny said the support and assistance provided by volunteers and local residents was invaluable.

"We thank the 200 volunteers who worked tirelessly to provide 24 hour assistance to the charity organisations managing the centre.

"Within days of opening, the centre was at capacity with donations, demonstrating the amazing support we received from local residents," Mr Tunny said.



Prime Minister Julia Gillard talking with two evacuees on her visit to the RNA Showgrounds evacuation centre on January 12.

Ride for Relief

Seven-time Tour de France winner Lance Armstrong led 2,500 cyclists off from the RNA Showgrounds on a 25 kilometre charity ride on January 24, to raise money for Queensland flood victims.

Australian riders Robbie McEwen, Sara Carrigan and Allan Davis, TV personality and part-time triathlete Daniel MacPherson and Queensland's Premier Anna Bligh joined Armstrong to raise more than \$125,000 for the flood appeal.



Tour de France winner Lance Armstrong, Premier Anna Bligh and Brisbane-born cyclist Robbie McEwen led the Ride for Relief fundraiser from the RNA Showgrounds.

Supafest

One of the biggest Urban and RnB music festivals, Supafest, returns to the RNA Showgrounds on April 16, featuring hip-hop legend Snoop Dogg.

This year's event will feature two super stages side by side offering more than eight hours of live music and entertainment.

Recognised as the number three artist of the decade (2000 – 2009) on the Billboard Magazine Charts, Grammy Award winner Nelly will also perform at the festival.

Other artists performing include – Taio Cruz, Bow Wow, Timbaland, T-Pain, Busta Rhymes, Ciara, Keri Hilson and a host of local artists and DJ's.



RnB superstar Nelly is on his way to the RNA Showgrounds this April.

St Jerome's Laneway Festival

The RNA Showgrounds was the first stop for the national St Jerome's Laneway Festival in February. Almost 7,000 people braved the heat and attended the event that favours cutting edge talent over mainstream success.

For 10 hours across five stages, the crowd was treated to sounds from 31 bands including locals Violent Soho, Hungry Kids of Hungary and The John Steel Singers. Standout sets came from Warpaint and Les Savy Fav with one of last year's hottest newcomers, Two Door Cinema Club, given a heroes' welcome at the packed Alexandria Street Stage.



Laneway Festival. Photo courtesy of Daniel Boud

NEWS IN BRIEF

SELL OUT CROWD

SOUNDWAVE ATTRACTS LARGEST ONE DAY CROWD IN THE RNA'S HISTORY

Soundwave returned last month featuring some of the biggest and most popular heavy metal bands in the world. The sold out crowd of 48,000 got the rare chance to see rock legends Iron Maiden perform as the headline artist for the 11 hour festival.

The second best electric guitarist of all time* Slash, of Guns N' Roses fame, was another popular performer who, along with Queens of the Stone Age, Slayer, Primus and about 50 other international artists, performed over the five stages.

Soundwave will return to another expected sell out crowd at the RNA Showgrounds on February 18, 2012.

* According to Time Magazine in August 2009

Soundwave music festival held at the RNA Showgrounds on February 26. Photos courtesy of Kayne Lens.



FIRST FOR THE RNA

INTERNATIONAL MUSIC FESTIVAL CREAMFIELDS HITS THE RNA SHOWGROUNDS

For the first time, the RNA Showgrounds will play host to iconic international music festival Creamfields this May.

From first being staged in Winchester (UK) in 1998, Creamfields has grown to become one of the world's largest electronic DJ music festivals following its 2010 Australian debut.

This year's festival features an all star line up with headline act Deadmau5 – having released 10 albums worldwide.

Martin Solveig and his smash hit 'Hello', Aria chart topper Wynter Gordon, Skrillex, Chuckie, Simon Patterson, Gabriel & Dresden, Hi Tek Soul, Bingo Players, Skazi, Surkin, Dada Life, Umek and many more will feature at Creamfields 2011.

Now in its 13th year, Creamfields spans 17 countries and attracts a worldwide audience of nearly three million people.

About 20,000 are expected to attend Creamfields on May 1.



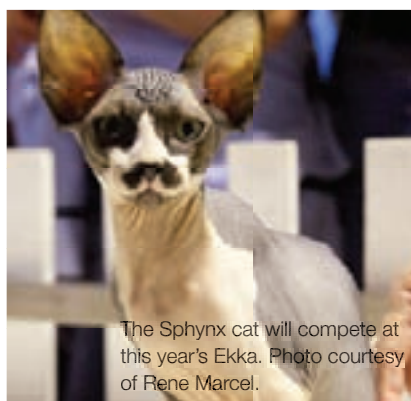
Ekka 2011 NEWS

Calling all budding master chefs

Kids go crazy on sugar, but they can now use all that extra energy to create sugar masterpieces for the Royal Queensland Show's Cookery Competition. Following last year's success in junior cake decorating, this Ekka welcomes creations of all kinds across many junior competitions. The new Cake Decorating Contemporary Sugar Craft class is open to cakes, cupcakes and sugar craft entries, so now is the time for all kids under 14 to stock up on sugar!

The indoors cat ventures out

Sphynx cats are as close to hairless as a cat can get, and with their unusual appearance and playful temperament, this rare breed is sure to be a major attraction at the Ekka's Feline Competition in August. Joining the



The Sphynx cat will compete at this year's Ekka. Photo courtesy of Rene Marcel.

Sphynx is a cat that closely resembles a jungle cat due to their spotted coat – the Ocicat. This breed is new to Australia, and is gaining popularity because of their wild-like appearance but their nature of a domestic cat. Throughout the 10 days of Ekka these breeds, as well as companion cats and kittens, will be on show at different times for the public to enjoy.

Poultry breeds on show

Each year the Royal Queensland Show's Poultry Competition presents feature breeds, which are on display for that year only. This year Wyandottes and Modern Games will attend in all their various colours for the public to get a rare look. Feature breeds have their own competition classes where they compete for the champion of show titles. It's sure to be a great spectacle for visitors to the show.

Quilts Across Queensland

Ekka 2011 marks the 10 year anniversary of the Quilts Across Queensland competition. This competition draws in more than 100 entries across 11 classes and caters for those at all stages of quilting – under 18s/juniors, professionals, non professionals and collaborative/groups of 2 or more. Featuring all techniques of quilting including pierced quilt and appliqué, these productions can take up to three years to complete. Don't miss this year's quilts with many on sale for the public to purchase.

FANCY A FRUIT WINE?

BACKYARDERS GET BREWING

Did you know that not all wines are made from grapes and that the Royal Queensland Show has dedicated competitions for backyard brewers?

Other fruits including apples, blueberries, cherries, peaches, pears, plums and strawberries can be used separately or blended to produce delicious fruit wines.

Fruit wine is alcoholic and produced from complete or partial fermentation of fruit, other than grapes. Fruit wines generally contain fruit juice, vegetable juice, sugars, honey, spices, alcohol and water.

Royal Queensland Show Fruit Wine Judge and Wine Science Lecturer at the University of Southern Queensland Ursula Kennedy said that most of the time fruit wines will taste like the base fruit meaning raspberry wine will usually taste like raspberries; however a dry

raspberry wine will taste very different to a sweet raspberry wine.

"It is part of the winemaking process whether you choose to let the wine go dry by removing all the sugar or whether you choose to leave some residual sugar in for a sweeter taste by chilling the wine down and stopping the fermenting process," she said.

Winemakers use many of the same techniques on fruit wine as they use on grape wines – a machine first removes stalks and washes off bugs, a crusher is used to separate the juice from the skins/peels and then the liquid is put into a fermentation vat, with yeast sometimes added.

The fruit wine competition is held annually at the Royal Queensland Show, with 131 entries last year. The competition is divided into two parts – amateur for 'backyard brewers' and school students, and commercial for the professionals. The amateur competition has been operating for several years; however the commercial classes were only introduced last year after overwhelming interest.

Last year, eight high schools from across South-East Queensland compared their products to the industry standards.

Fruit winemaking is incorporated into class by studying the chemistry involved, biochemistry aspects, food science and testing the wine for pH, acidity, alcohol levels and sulphur dioxide levels.

Ursula said judging takes several aspects into consideration.

"When judging the first thing you look for is freedom from any faults so wine that's not cloudy – it's nice and clear, that it has a nice colour – it's not brown unless it's from some kind of fruit that would be brown, and that it has a nice fruit smell; and then once we sip it we make sure it's balanced – it's not sickeningly sweet or really acidic – it's got a nice balance of acidity, sweetness and flavour," Ursula said.

So why drink fruit wine? Some say that because blackberry and blueberry wines are full of antioxidants they are in some ways healthier for you than red wines are!

WATCH OUT FOR THE REDS



ROYAL QUEENSLAND WINE SHOW

Red wines could be the stand out at this year's Royal Queensland Wine Show (RQWS).

RQWS Chief Judge and former International Winemaker of the Year Phillip John said the prospect of seeing high quality red wine out of 2009 and 2010 would be superior.

"The issue, for some extraordinary reason, is that in the last few years the top wines of shows have tended to be white wines," he said.

"There are a lot of ambivalent views on what constitutes the best red wines today.

"I don't go along with that idea – I think that great red wines are great from when they're fermented to when they go into the barrel and come out.

"There are a lot of people who think that red wines can't be too alcoholic and they can't have anywhere near the amount of oak they used to have, and a lot of the wines that are coming out at the top end of other shows are largely reductive."

Phillip said reductive means they are fruit dominant.

"With red wine you need to have the process of maturation in quality American and French oak and once it's ready you bottle it," he said.

"I am still bewildered about why red wines are not being given their full glory and hopefully in time that will change."

Phillip said that climate cycles and patterns and their impacts on horticulture are increasing issues, and this year's show would be a complete reversal of 2008 when drought was apparent.

"The prospects of seeing high quality white wine out of 2011 would be optimistic," he said.

"This year things are not looking particularly good for white wines because of the cool weather, the unseasonal rain pattern and the inability to monitor disease in vineyards.

"This creates a lot of issues concerning mildew, particularly with white wine grapes."

The RQWS is one of very few wine events that maintains classes for red wine from previous years.

"Barrel samples, that is wine not in a bottle, are still accepted in some red wine classes because the fact is if you're a producer from 2010 your wine wouldn't be ready to be bottled yet," he said

"A lot of shows have given way to the idea of barrel samples but Brisbane has stuck to its tradition and will continue to do that.

"That's our point of difference."

As the first national wine show held in an Australian capital city, the RQWS gives winemakers their first opportunity to get their new season judged.

"A lot of companies use wine competitions as a benchmarking exercise against their major competitors," Phillip said.

"It gives them the chance to see where they are placed in the market and also where their competitors are placed."

Phillip said each year the benchmark should be pushed higher.

"The objective fundamentally is for improvement of the breed and it doesn't matter whether it's hereford cattle, wine or merino sheep, improvement of the breed is why agricultural and horticultural shows are developed," he said.

Phillip has been working in the industry for 43 years and will judge his 100th wine show this year.

"My first judging experience was at the Brisbane show as an Associate Judge in 1974," he said.

"I returned in 1998 as a judge for two years and have now been Chief Judge for 10 years."

Over the five days of show Phillip and his panel of judges will taste and smell almost 2,000 wines.

25 trophies are up for grabs with entrants vying for the judging points needed to take out one of two major awards – The Courier Mail Trophy for the Champion Wine of Show and The Stodart Trophy for the best gold medal winning One Year Old Dry Red Table Wine.

The show has grown from its original 1876 competition categories to now include 72 classes across six sections – Current Vintage, One Year Old, Mature Wines Two Years and Older, Commercial Classes – Any Vintage, Sparkling Wines and Australian Brandy.

The Fine Wine Partners Perpetual Trophy – given to the best show wine exhibited at major state wine shows in the preceding 12 months – was recently awarded to the RQWS's 2010 winning wine.

Phillip said it is the trophy of all the trophies.

"This proves we are on the right track," he said.

Judging for the 2011 RQWS takes place at the RNA Showgrounds from July 3.



Chief Judge Phillip John at the 2010 Royal Queensland Wine Show.

Phillip John's top three white wines from 2010 RQWS

Leo Buring Maturation Watervale Riesling 2005 (recent winner of The Fine Wine Partners Perpetual Trophy)
Wonderland of the Eden Valley Riesling 2010 Dandelion Vineyards
Penfolds Reserve Bin A Chardonnay 2007

Phillip John's top three red wines from 2010 RQWS

Pepperjack Shiraz/ Viognier 2008
Wolf Blass Platinum Shiraz 2008
Lindemans Coonawarra Limestone Vineyard Shiraz/ Cabernet 2008



57 years on: Ivy Hurlstone, Joan Marsh, Anne Harmer and Olga Colavitti

RNA staff at the 1954 Ekka typing out winners' certificates in their office underneath the Main Arena.

MEMORIES FROM EKKKA 1954

The 1954 Ekka was the beginning of a friendship spanning decades between Ivy Hurlstone, Joan Marsh, Anne Harmer and Olga Colavitti.

RNA colleagues between 1948 and 1958, Ivy, Joan, Anne and Olga worked on the RNA's switchboard, in the Herd Society and provided secretarial and accounts support.

As teenagers straight out of school, these ladies were four out of only 10 permanent RNA staff.

After leaving the RNA in the mid 1950s to get married, Ivy and Joan remained close friends for a further 10 years, having monthly lunches with their families.

"We would pack the six children into the car and take them down to the jetty to play while Joan and I caught up," Ivy said.

32 years after losing contact with Joan, Ivy went to extreme lengths to find her again, as well as Olga whom she had not seen since 1954.

"One day I opened my front door and found Ivy standing there with a smile on her face – I instantly knew it was her," Joan said.

For the past 15 years Ivy, Joan and Olga have been making up for lost time, however the group wasn't complete until they found Anne last year.

Under unfortunate circumstances, Ivy saw a funeral notice for Anne's brother and was able to get in contact with her long lost friend through the funeral home.

Ivy devised a plan with Anne to surprise Joan and Olga at their next morning tea.

"Just before Christmas last year, Olga and I arrived at Ivy's house for our regular morning tea and almost fell over when we saw Anne sitting at the table.

"That was once we'd realised who she actually was," Joan said.

Olga said the group is complete again.

"We may look slightly different to how we looked in our 20s but we're all still the same people so we instantly took off from where we left it," she said.

The RNA offices in 1954 were located in a Creek Street building in Brisbane CBD, however all staff moved to a small office underneath the Main Arena grandstand just prior to and during the annual Ekka.

"Although we all loved our year round jobs, the highlight of the year was always the show," Anne said.

"Between April and September we were dedicated to the show – typing individual schedules on our typewriters beforehand and posting out prize money afterwards," Ivy said.

"I even remember sitting with the typewriter on my lap in the middle of the ring with cattle being led in circles around me so I could type up the winner's certificate as soon as it was announced," Olga said.

"The cattle were surprisingly big when you're only 16."

As of September they went back to their regular jobs until the following April.

They have always held a special place for the Ekka taking their children and grandchildren along, with Anne still attending every year.

Many things in Brisbane have changed since 1954, but according to Ivy, Joan, Anne and Olga the Ekka has always remained the same.

"I bet the kids still save their pocket money in the lead up to the show like my children used to," Joan said.

"The Strawberry Sundaes haven't changed either – they have always been a show favourite," Olga added.

"I was working at the RNA when Queen Elizabeth II came to the showgrounds during her visit to Australia in 1954. I made sure I snuck out of the office and got a photo as she walked around the ring."



Grand Parade at Ekka 1954

A few things differ though, especially the dress code.

“Men would never leave the house without their three piece suit, tie and hat; and ladies always bought a new ‘show outfit’ to wear,” Joan said.

“These days it’s not a formal occasion like it was for us.”

They all have fond memories of working at the RNA, which regularly come up over morning tea.

They also saw some milestones in their years at the RNA.

“I was working at the RNA when Queen Elizabeth II came to the showgrounds during her visit to Australia in 1954,” Ivy said.

“I made sure I snuck out of the office and got a photo as she walked around the ring.”

Ivy, Joan, Anne and Olga will continue to reminisce about their days at the RNA and plan to this year return to where it all started 57 years ago – the Ekka.

Joan Marsh and Ivy Hurlstone – Ekka 1954



“I even remember sitting with the typewriter on my lap in the middle of the ring with cattle being led in circles around me so I could type up the winner’s certificate as soon as it was announced.”



Ivy Hurlstone and Joan Marsh sorting Champion ribbons

Ivy and her friends on....

...favourite parts of the Ekka

Anne: “I love seeing the dogs, horses and cattle.”

Olga: “I love the cake icing and craft.”

Joan: “The ring events.”

Ivy: “The judging. I used to work alongside the judges during the show so it’s great to go back and see.”

...how the Ekka has changed and/or remained the same since the 1950s

Joan: “The only difference between the show in 1950 and the show now is the way people dress. The show was always a very special occasion where you wore your best outfit. Men would never leave the house without their three piece suit, tie and hat; and ladies always bought a new ‘show outfit’ to wear.”

Ivy: “These days there is more emphasis on Sideshow Alley. We only ever used to have the Dodgem Cars and the Ferris Wheel.”

Olga: “It hasn’t changed a bit, it’s just gotten bigger! The Strawberry Sundaes definitely haven’t changed – they have always been a show favourite.”

Anne: “The animal side of things have always remained the same.”

...hope for future shows

Anne: “That it always continues, especially for the country people to come and enjoy. The animals are also a must have.”

...the RNA Redevelopment

Joan: “The most important thing is that the Ekka stays on its original grounds and in the heart of the city and this development allows that.”

Olga: “The redevelopment sounds great, and very needed. It would be terrible if the Ekka was forced to move somewhere else in the future. It would lose its character, sense of history and tradition if it did.”

Show off your excellent breeding.

Purchase your RNA Membership.

Free entry to Ekka is just one of the great benefits you'll enjoy as a RNA Member:

- Free 10 day admission to Ekka for you and a guest (bring a different friend each day)
- Access to the Members' Grandstand and Bar
- Reduced Royal Queensland Show competition fees for most sections
- Discounted venue hire at the RNA Showgrounds for functions outside of Ekka
- Free parking at the RNA Showgrounds for events outside of Ekka
- Regular Showbiz newsletter
- Junior Membership starting from \$45.00

Apply online at www.rna.org.au or phone the RNA Membership Department on 07 3253 3900

From
\$105.00*
per adult

*Conditions apply



RNA

THE ROYAL NATIONAL
AGRICULTURAL AND
INDUSTRIAL ASSOCIATION
OF QUEENSLAND

TRENDS

THE RISE AND RISE OF SOCIAL MEDIA

Social media has radically changed the communication landscape in a relatively short period of time. In the space of little more than six years, the world's most popular social media website facebook, has grown from a college campus friends list to a user base of more than 550 million people. In roughly the same period of time, YouTube has progressed from its first uploaded video to more than two billion views per day. People are now more 'connected' than ever before with multiple, instantaneous communications available to them at any given moment. And as technology continues to progress, our daily lives, both personal and professional, have been transformed.

What does it all mean?

Simply, it means communication techniques have gone through a paradigm shift. A conversation can now be had across multiple communication platforms and can include significantly more elements. Whereas a conversation traditionally has been verbal or face-to-face, a conversation carried by social media could potentially include verbal, face-to-face, video, web links, text and audio files. The speed of conversations has also been significantly affected. Less than two decades ago, email revolutionised the way businesses in particular communicated, acting as a catalyst for globalised business networks that operated independently of local time zones. In recent years, email has begun to be perceived as a 'slow' communication channel when compared with instant messaging (IM) styles of communication. Companies such as IBM actually encourage use of IM for internal business conversations as it facilitates better information flow and as such, increases productivity.

What about traditional forms of communication?

You only need to look at the business developments of Australia Post to get a glimpse into how this fundamental shift in communication technique is impacting Australian society. Australia Post has begun a procedural reduction in the number of retail outlets, driven primarily by the reduced number of letters and packages being sent. The contents of a letter can now be posted on someone's facebook wall, sent as a private message, an instant message or even a tweet. Instead of business documents being sent via post, professionals can now have a video conversation using a service such as Skype and save days, or even weeks, in making decisions.

Is there a downside?

The biggest difference between social media and traditional forms of communication is that social media is a public sphere. Whilst conversations may be personal or private in nature – they are, unless specifically made private, being held in a public forum. Employers may be able to see unfavourable comments being made by employees, school principals may be able to view schoolyard conversations being played out online and disputes or arguments between families could appear in full public view.

In this sense, social media's most inherent danger is that an individual does not control all the information about them. One needs to only look

at recent cases of sporting teams and identities being humiliated by the rapid and unforgiving speed at which incidents can be circulated, without any of the filters usually applied by media or public relations professionals.

The RNA and social media

At the RNA, we are embracing social media and new technologies to communicate better with our patrons, and keep the community informed on our developments. It's an exciting time with the Ekka being connected to its patrons via both facebook and twitter in 2010, and with a brand new iPhone application being developed for the 2011 show, we're looking to continue moving with technological trends. This also allows us to gain a better insight into what our customers want from our events and provides an invaluable way of having a conversation that we can mutually benefit from.

Some remarkable social media facts

Almost one-third of women aged 18-34 check facebook before going to the bathroom when they wake up each morning.

There are 100 million active users who access facebook from their mobile phone or handheld device.

More than 25 billion pieces of content are shared on facebook every month.



TAKING CAMEMBERT TO CLONCURRY

Science teacher Jan Gentner will teach students almost 1,500 kilometres away how to make camembert cheese, after she attended an RNA cheese making workshop in February.

Using online technology including scheduled interactive lessons, DVDs and webcams, Jan will take the unique art of cheese making to rural students' science class.

"It was essential for us to be able to evaluate whether cheese making is feasible for a distance education setting as I have students in Atherton, Cloncurry, Blackall, Tara, Emerald and Yelarbon," Jan said.

"I think it's important for rural students to get these kinds of experiences to give them the same opportunities that students in metropolitan schools get – it's about ensuring equity.

"It also helps keep the interest in the subject out in those areas."

The Brisbane School of Distance Education caters for school based students seeking a wider curriculum range, those seeking specialised opportunities for acceleration and those who are home based due to geographical isolation, medical conditions and travel.

"We are hoping to include cheese making into an expanded version of the year 12 Kinetics unit for 2012," Jan said.

"What we do at the moment is reasonably theoretical so this would add in some different organic chemistry and would also make it more hands on for them."

Jan said that because students are not sitting in a classroom in front of their teachers, they often have to think outside the square to make some activities possible.

"Cheese making is possible but it's not if you're just reading it from a list so we think we might make a DVD of the process and include some other theory as well.

"Depending on camera facilities we may be able to set up live video crosses for selected parts so the students can see what our cheese looks like and compare it to theirs to see if they're on the right track," she said.

"We think cheese making would have to be an optional activity for students and not attached to assessment as it would be too difficult to insist they all do it."

The school was initially concerned about the equipment needed for the cheese making process but were surprised to find that most were readily available household items.

"There will be a little bit of toing and froing but largely we would be encouraging students to get things that are feasible for them to get but those that are not easy to buy one of, then we would look at sourcing it and sending it out to their homes."

Paddock TO PALATE COMPETITION BEEFS UP

ENTRIES NOW OPEN

Enticing all beef producers and seed stock producers, this competition is the most comprehensive beef supply chain competition in Australia comprising of four different competition phases.

The Royal Queensland Show's Paddock to Palate competition judges prime beef at four stages – 100 day Feedlot Competition, Carcase Competition, MSA Eating Quality Competition and the Beef Taste Off.

Groups of seven steers will make their way to a feedlot in Drillham in a few short weeks where they will undertake phase one of the competition – a 100 day Feedlot Competition for best aggregate weight gain.

Phase two will take place at the Dinmore Abattoir where fat colour, meat colour, marbling and fat distribution will be judged to award the Champion Carcase and Reserve Champion Carcase.

The MSA Eating Quality Competition is an important round for all end beef producers as this phase predicts the most tender and best eating quality beef of 40 muscles by six different methods.

The final stage of the competition is the Beef Taste Off – a palate competition, where a portion of strip loin is prepared, cooked and judged.

Visitors to the Ekka can view the taste off and the presentation of the overall winner in the Woolworths Fresh Food Pavilion on Saturday 13 August.

Entries are now being taken for the Paddock to Palate Competition, closing Thursday 7 April.



Jan Gentner (left) and Margaret Barber from the Brisbane School of Distance Education at one of the RNA's cheese making workshops.

EVENT CALENDAR

WHAT'S COMING UP ...

April 2011

Supanova Pop Culture Expo

Friday 1 – Sunday 3 April

This expo brings an array of pop-culture stars to Australia to meet fans, give behind the scenes talks, pose for photos and sign autographs. Fans can also enjoy movie previews, gaming demonstrations, competitions and the opportunity to collect desirable pop-culture items.

Brisbane Tinnie and Tackle and National 4x4 and Outdoor Expo

Friday 8 – Sunday 10 April

Queensland's biggest outdoor show will feature the best in fishing, four wheel drives, campervans, trailers, boats, bait, tents and sleeping bags.

Supafest

Saturday 16 April

Supafest is the world's biggest Urban and RnB music festival with Snoop Dogg headlining this year's event. Sure to be a great day out with an expected crowd of 20,000.

May 2011

Creamfields

Sunday 1 May

For the first time at the RNA, this international festival assembles some of the world's best acts with larger stages and impressive productions.

Timber and Working With Wood Show

Friday 20 – Sunday 22 May

Hundreds of innovative and dynamic products, top quality operating machinery and tools, latest techniques and some of the world's best timbers all under one roof.

Pool Spa & Outdoor Living Expo

Saturday 21 – Sunday 22 May

Feature packed with outdoor living ideas, the largest, most comprehensive range of pool and spa suppliers and associated outdoor products to be seen under the one roof in Queensland.

Guitar Amp and Vintage Show

Saturday 21 – Sunday 22 May

Buy, sell, trade or simply browse through thousands of electric, acoustic and bass guitars, or attend a free tuition session, clinic or seminar.

Antiques Fair

Friday 27 – Sunday 29 May

Find unusual and beautiful decorative antiques with a great mix of dealers and antiques aiming to please all tastes.

June 2011

Queensland's Caravan and Camping Show

Wednesday 8 – Tuesday 14 June

Showcasing the best that caravanning, camping and the great outdoors has to offer. Visitors will have the opportunity to talk to industry experts, check out the latest products and accessories and watch demonstrations. Whether you are planning your next big adventure or simply looking for a short break, this show will help you on your way.

Your Local Wedding Guide Expo

Saturday 18 – Sunday 19 June

All you need to plan your wedding: wedding ideas, reception tips and bridal fashion – it's all here.

Mind, Body and Spirit Festival

Friday 24 – Sunday 26 June

Find exciting new experiences, ideas and products for your health, physical and mental wellbeing.

National Tradesmen Expo

Friday 24 – Sunday 26 June

Everything a tradesman, contractor, sub-contractor, owner-operator or serious DIY handyman needs is on show and on sale.

The hunt is on to unearth Australia's 'top 8' food and wine offerings.



If you're a producer with a passion for excellence, enter the 2011 Royal Queensland Food & Wine Show and put your products to the ultimate test.

Compete against your industry peers in a showcase and celebration of the 'best of the best' as judged by the best.

It's the perfect way to enhance your brand, drive sales and get the recognition you deserve.

2011 Royal Queensland Food & Wine Show Competitions:

Dairy Produce Show – since 1876

9 –12 May 2011

Ice Cream Gelato & Sorbet Show – new in 2011

10 –12 May 2011

Branded Lamb Competition – since 2010

6 June 2011

Branded Beef Competition – since 2005

7 June 2011

Royal Queensland Wine Show – since 1876

3 –7 July 2011

Olive Oil Show – since 2009

13 –14 July 2011

Sausage King Competition State Final – since 2010

14 August 2011

Beer Competition – since 2010

October 2011



For more details or to enter, visit www.rna.org.au email entries@rna.org.au or phone 07 3852 1831