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Queensland's iconic home of the Ekka gets a new name

The RNA Showgrounds will now be known as **Brisbane Showgrounds**.

Announcing the new branding, the Royal National Agricultural and Industrial Association of Queensland (RNA) said the name Brisbane Showgrounds would create an easily identifiable and unifying brand for the precinct.

"In line with the RNA's \$2.9 billion Regeneration Project – which sees the long-term urban renewal of the site – the new name succinctly captures the core attributes which best identify the precinct," said RNA Chief Executive Brendan Christou.

"We believe the new name, Brisbane Showgrounds, will help to raise the profile and identity of the precinct nationally and internationally.

"It will also better represent the various uses of the area – from the home of the Ekka and the new Royal International Convention Centre (Royal ICC), to the location of an adjoining colourful community featuring residential, commercial and retail developments in the future," he said.

"The RNA is a term familiar to many Queenslanders over many generations, but research demonstrated it lacked clarity and resonance with audiences further afield. "Brisbane Showgrounds is a simple message which clearly defines the precinct in terms of its physical location, while recognising its distinct heritage and character," he said.

Lend Lease Project Director Peter Morrow said as partner in the residential, commercial and retail elements of the regeneration project, Lend Lease was supportive of the new name.

"Brisbane Showgrounds will provide a clear, meaningful and easily identifiable name that will become part of Brisbane's vernacular, much the same way as South Bank or the city's other key precincts," he said.

Other recognisable RNA brands will remain unchanged including the RNA's corporate brand; Royal Queensland Show (Ekka); Royal Queensland Food and Wine Show; and Royal International Convention Centre. Lend Lease developments such as The Green apartments will be maintained – but will be identified as being located at Brisbane Showgrounds.

"Interestingly, many people over many generations have referred to the showgrounds differently. We believe Queenslanders will support the change and easily transition to the new name and brand," said Mr Christou.

"The RNA is focused on staying true to its charter, while striking the perfect balance between a thriving Ekka, a year-round events program and the emergence of a colourful Brisbane Showground's community.

"These developments signify the changing face of the Brisbane Showgrounds as a destination that is embracing its heritage to build its future," he said.

For more information please contact the RNA Media Unit:

Andrea Sackson
RNA Media and Communications
Ph: 07 3253 3930 / 0414 672 318
Email: asackson@rna.org.au

Kelly Hawke
RNA Media and Communications
Ph: 07 3253 3931
Email: khawke@rna.org.au