

The official magazine of the RNA

# SHOWBIZ

## Ekka

ROYAL QUEENSLAND SHOW

WINTER 2025

Presented By:



## SPECIAL EDITION!



RNA

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## WELCOME

FROM RNA PRESIDENT DAVID THOMAS



We're looking forward to welcoming you to the 149th Royal Queensland Show (Ekka) presented by Bank of Queensland (BOQ) - a nine-day celebration of Queensland's best, running from Saturday 9 to Sunday 17 August.

In 2025, the Show is set to be more budget-conscious than ever, with a strong focus on delivering value offerings that make the Ekka more accessible and affordable for all.

Building on the success of last year's cost-saving initiatives, more than 110 food vendors will once again offer a value menu item priced at \$10 or less. In a first for the Show, the food outlets will also feature family bundles, with meals starting from just \$12 to feed a family of four.

Another exciting addition this year is the option to pre-order the iconic Ekka Strawberry Sundae when purchasing tickets online. A new four-for-\$25 bundle will allow showgoers to plan ahead and enjoy one of the Show's sweetest traditions at a discounted price.

The popular daily two-for-one rides session is back, offering one hour of discounted rides from 9:30-10:30am in the B105 Sideshow Alley and Kids Carnival areas. Making the rides experience even more seamless this year is the launch of the Ekka Fun Pass App - designed to eliminate the need to visit a ticket booth. The Ekka Fun Pass will also deliver bonus ride credit to give showgoers even more value.

To help visitors get the most out of their Show experience, the RNA has introduced the new Back for More Pass, giving patrons the chance to enjoy a second day at the Ekka for just \$22 - less than the price of a Child ticket.

Transport is more affordable too, with 50-cent fares available, including to the newly upgraded Exhibition Station reopening for this year's Ekka. For the first time since 2022, visitors can arrive and depart by train from inside the Brisbane Showgrounds.

This year's Ekka will also offer a greater focus on interactive, educational experiences that complement our beloved competitions. Visitors can learn more about Queensland's beef industry and meet some of the Show's largest bulls at the new Queensland Beef Up Close presented by Meat & Livestock Australia. They can also discover how goats are cared for and how fresh goat milk is collected at the new Dairy & Kid Experience.

Competitions remain at the heart of the Ekka and in 2025 we're expecting around 21,000 entries across 46 categories. There has been strong growth in several areas, particularly our beef competitions. Entries in Paddock to Palate presented by JBS Australia have increased by 35 per cent, while Stud Beef and Led Steer have each grown by more than 10 per cent.

Our Poultry, Pigeons, Birds and Eggs Competition has seen a 50 per cent increase in egg entries, and the Art and Cookery Competitions are thriving with more than 4,700 entries submitted. Interest in Wearable Art and Natural Fibres Make and Model has surged, with a 30 per cent increase in both categories.

Entertainment remains a highlight of the Show and this year is no exception. The EkkaNITES night show returns with a bold new Inferno theme - a fiery tribute to the land, the people and the stories that burn brightly in the heart of Australia's outback.

Since 1876, the Ekka has brought people together to showcase, celebrate and experience the very best of agriculture and Queensland. The RNA sincerely appreciates your support and we hope you enjoy this year's Show.

David Thomas  
RNA PRESIDENT

# GETTING TO THE EKKA



The RNA is excited to welcome more than 400,000 people to the Royal Queensland Show (Ekka), taking place from August 9–17.

To help make your journey to the Show as smooth as possible, please see the information below on how to get to the Ekka.

## EXHIBITION STATION IS BACK ON TRACK FOR EKKA 2025

The newly upgraded Exhibition station will reopen for this year's Ekka, welcoming patrons back for the first time since 2022.

With major construction now complete, the station is ready to temporarily open for large-scale events including Queensland's largest, the Ekka.

For the first time in years, Ekka-goers will be able to arrive and depart by train from right inside the Brisbane Showgrounds, with the station located in the heart of the event.

Plus, with 50 cent public transport on the Translink network, getting to the Show has never been cheaper.

The Tilt Train will also stop at Exhibition Station, with half-price Economy Seat fares for both adults and children on select services between Bundaberg and Brisbane.

## ALL ABOARD FOR A MILESTONE MOMENT

Queensland Rail is celebrating 160 years of

connecting communities with the return of steam train journeys to the Ekka for the first time since 2019.

On Wednesday 13 August, eight special steam train services will depart from Roma Street Station, offering Queenslanders a nostalgic and family-friendly way to travel to the Show – all for just 50 cents.

Leading the celebrations will be the historic BB18 ¼ steam engine 'Betty.' More information on the celebrations can be found [here](#).

Roma Street Depart	Ekka Arrive
09:05	09:17
09:50	10:03
10:35	10:49
11:20	11:33
12:05	12:17
12:50	13:02
13:35	13:47
14:20	14:32

## OTHER PUBLIC TRANSPORT AND TRAVEL OPTIONS

### BUSES

High-frequency, free shuttle buses will operate between Woolloongabba and Herston busway stations every 7.5 minutes from 8.30am to 11pm daily during the Ekka.

### TAXIS & RIDESHARE

A dedicated rideshare and taxi zone is

located outside Gate 1, at the corner of Gregory Terrace and Costin Street, providing a convenient drop-off and pick-up point.

### PARKING

Several car parks are within walking distance of the Ekka, including:

- King Street Car Park
- Royal Brisbane and Women's Hospital
- Valley Metro Car Park
- McWhirters Car Park
- Victoria Park

## BOQ BANKS ON THE BUSH

The Royal Queensland Show has welcomed the Bank of Queensland (BOQ) as its new Presenting Partner for the next three years.

The partnership marks a significant milestone in the Ekka's 149-year history, uniting two proud Queensland institutions with a shared commitment to supporting regional communities and showcasing the best of the Sunshine State.

BOQ's Queensland heritage combined with their strong connection to community and commitment to Queensland families and farmers aligns perfectly with the RNA's core values.



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# Bank of supporting Queenslanders for 150 years.

For over 150 years, Bank of Queensland has been dedicated to supporting the people and communities of Queensland. That's why we're excited to partner with Ekka, another proud Queensland institution with a shared passion for regional communities and the vital role agriculture plays in the economy.

To celebrate our shared commitment, we're pleased to partner with Ekka to bring to life Strawberry Sundae Lane, a brand new experience in the Agricultural Education Hall. See you there!

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# MAKE THE MOST OF YOUR EKKA EXPERIENCE

As a not-for-profit organisation, the RNA is committed to delivering outstanding value to all Ekka attendees.

In response to cost-of-living pressures, we've introduced a range of new and returning affordable options to help ensure the Show remains accessible for everyone.

## VALUE OFFERS YOU WON'T WANT TO MISS

### NEW: BACK FOR MORE PASS

Enjoy a second day at the Show for just \$22 – that's less than the cost of a Child ticket!

### NEW: DREAMWORLD TICKET

Thanks to an exciting new partnership between the Ekka and Dreamworld, every child ticket holder aged 5–14 who attends the Show on Thursday or Friday will receive a free Dreamworld child ticket, valued at up to \$119! It's a bonus day of fun – just for coming to the Ekka.

### NEW: FAMILY BUNDLES

From just \$12, these great-value meal deals are designed to feed a family of four.

### NEW: PRE-ORDER STRAWBERRY SUNDAES

Pre-order four iconic sundaes for \$25 when purchasing your tickets online.

### IT'S BACK: \$10 OR LESS FOOD ITEMS

More than 110 vendors will offer a value menu item priced at \$10 or under.

### IT'S BACK: 2-FOR-1 RIDES SESSION

Enjoy one hour of discounted rides daily from 9.30–10.30am in B105 Sideshow Alley and the Kids Carnival area.

### EXCLUSIVE FOR RNA MEMBERS

RNA Members receive one Member Pass and one transferable Guest Pass, giving

you and a guest free entry to the Ekka for all nine days.

Bring a different friend each day and share the Ekka experience!

### EKKA APP

The Ekka App is your ultimate pocket-sized guide to the Show. Packed with interactive features, exclusive content and helpful information, it makes planning the perfect Show day easier than ever before.

### NEW! MYEKKA DAY BUILDER

The new MyEkka Day Builder lets the app do the planning for you.

Take a fun quiz to generate a personalised itinerary based on your preferences – from food and rides to animals and entertainment.





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# WHAT'S NEW

## DAYTIME ENTERTAINMENT

From racing ducks and runway glamour to tail-wagging tricks and Smurf-sized fun, there's no shortage of new entertainment to discover at this year's Ekka.

Whether you're cheering on quirky competitors in the duck racing, dancing with the Smurfs, or falling in love with fashion, there's something for every age and interest - and it's all included with your ticket.

### MELVILLE'S DUCK RACING

**WHEN:** 10am, 11.30am, 1pm, 2.30pm & 4pm daily

**WHERE:** The Lawn, next to Large Animal Pavilion

Get ready for feathers, fun and fast-paced action as Indian Runner Ducks take to the track.

Cheer on quirky competitors like Captain Quack Sparrow, Kim Karquackian and Quacky Ga Ga as they navigate obstacles in a race to the finish line!

Run by North Queensland couple Craig and Ruth Melville, who live on a property just outside Townsville, this one-of-a-kind show combines comedy, crowd participation and the natural speed and charm of these surprisingly swift ducks.

### SMURFS - THE LOST VILLAGE LIVE SHOW

**WHEN:** 11am, 1pm & 2.30pm

**WHERE:** Main Stage

Step into the magical world of the beloved Smurfs! Smurfette is feeling a little blue and wondering what makes her special.

Brainy invents, Hefty helps, even Clumsy has a role... so where does Smurfette fit in?

Join the Smurfs as they help her discover what makes her truly unique in this heartwarming live adventure packed with music, laughs, and big blue fun!

### LIGHTS, CAMERA, ACTION, PAWS!

**WHEN:** 12pm & 1pm daily

**WHERE:** Show Ring

Get ready for a tail-wagging, jaw-dropping show with Heidi Mackay - the Aussie animal trainer behind some of the country's most amazing animal stars!

With more than 30 years of experience, Heidi and her talented dogs bring the magic of film and TV straight to the Ekka.

Watch in awe as these clever canines perform incredible tricks, showcase their skills, and steal the spotlight with charm and flair.

### NATURAL FIBRES FASHION PARADES PRESENTED BY CHANNEL 7

**WHEN:** 11.30am, 12.30pm & 1.30pm daily

**WHERE:** Main Stage

Fall head over heels with fashion at the Natural Fibres Fashion Parades presented by Channel 7, with this year's theme The Fabric of Us: A Love Story.

Each meticulously crafted design tells a chapter in a city-girl-meets-country-boy romance, brought to life by 15 designers through the textures of cotton, wool, silk, bamboo, hemp and linen.

For the first time, the runway will feature all dancer-models including past Moulin Rouge performers and acrobats such as the dynamic Thor Sacre - turning the catwalk into a full-scale production.

### LIVESTOCK PARADE

**WHEN:** Saturday 16 August, 12:30pm

**WHERE:** Main Arena

Step into the heart of the country with our brand-new Livestock Parade.

Held on a busy weekend to give more visitors the chance to enjoy it, this spectacular parade will feature a stunning line-up of animals including beef and dairy cattle, horses, goats, and sheep.

It's a proud celebration of Queensland's livestock industry.



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# WHAT'S NEW

## EkkaNITES

This year's EkkaNITES theme is Inferno - a fiery tribute to the land, the people and the stories that burn brightly in the heart of Australia.

Each night, the Main Arena blazes to life with flame-fuelled stunts, heart-racing action, and powerful performances that celebrate the raw beauty and resilience of the outback.

From the crackle of fire to the thunder of engines and the rhythm of the land, this is a night where the elements collide in an unforgettable spectacle.

Highlights include:

- A Brumby's Run – feel the spirit of the Australian bush in this breathtaking tribute to wild horses, brought to life by renowned stockman Dave Manchon
- Full Throttle Fury – get ready to roar as the arena ignites with the Inferno Monster Truck, Hot Wheels Heroes super trucks, and Australia's top FMX riders soaring sky-high
- The sound of the land – didgeridoo master eMDee weaves his electrifying sound throughout the night's performances, grounding the spectacle in ancient tradition

- Inferno Fireworks Spectacular – the night explodes in a grand finale of pyrotechnics, fire artists, jet cars, Monster Truck action, and flames that light up the sky in a fiery celebration of Australian energy and spirit

### BRAND NEW TO EKKANITES!

#### UNISC MECHATRONIC ROBOTIC SHEEP DOGS (13 - 16 AUGUST ONLY)

See robodogs herding sheep in the Main Arena – where technology meets traditional farming.

Using the Unitree Go1 quadruped robot, UniSC students are collaborating with farmers to develop an autonomous system to herd sheep using AI, sensors, and real-time decision-making.

It's a hands-on example of how the uni is working with industries to solve challenges and create a better tomorrow.

#### QUEENSLAND POLICE PIPES & DRUMS - AC/DC TRIBUTE

Get ready to rock out like never before as the Queensland Police Pipes & Drums take on

the iconic sounds of AC/DC.

In a performance that's equal parts power and precision to officially open the night show, this unique tribute blends the raw energy of classic Aussie rock with the stirring sound of the pipes and drums - you've never heard AC/DC quite like this!

Think 'Thunderstruck' and 'It's A Long Way to the Top' delivered with tartan attitude, before Inferno the monster truck growls to life, Ignite the jet-engine car spits flame and the Flux fire spinners set the night ablaze.

#### eMDEE

From the wild heart of Humpty Doo to the world stage, eMDee is one of Australia's most electrifying independent music artists.

A didgeridoo master with more than 30 years of global touring, 15 studio albums, and over 75,000 records sold, his ground-breaking fusion of ancient yidaki and high-octane percussion has redefined what the instrument can be both sonically and culturally.

eMDee adds a powerful cultural layer to EkkaNITES, performing during the Australian National Anthem and live atop the LED screen during the fireworks spectacular.







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# WHAT'S NEW

## INTERACTIVE ANIMAL ADVENTURES

Get up close and hands-on with some of the Ekka's most impressive animals in a range of new experiences.

This year, there's a stronger focus on interactive and educational encounters that complement our much-loved competitions.

From chatting with dairy farmers and meeting gentle goats to standing near some of the Ekka's biggest bulls, visitors of all ages can connect with the Ekka's competitions beyond the show ring.

### QLD BEEF UP CLOSE PRESENTED BY MEAT & LIVESTOCK AUSTRALIA

**WHEN:** 10.30am, 11.30am, 12.30pm, 1.30pm, 2.30pm, 3.30pm & 4.30pm daily

**WHERE:** Large Animal Pavilion – ground floor

Step into the world of beef production at Ekka's new Qld Beef Up Close presented by Meat & Livestock Australia.

These interactive sessions offer a unique opportunity to get up close to some of the largest bulls at the Show while learning about the Queensland beef industry.

Watch as a bull is paraded just metres away, while you listen to an industry expert share insights on animal features, the purpose of raising beef cattle, what life is like for a beef producer and more.

### DAIRY KID EXPERIENCE

**WHEN:** Tuesday 12, Thursday 14 & Sunday 17 at 2pm

**WHERE:** Large Animal Pavilion (level 1)

Interact with some of the cheekiest animals at the Ekka as you explore the wonderful world of dairy goats at the new Dairy Kid Experience.

Join long-time Ekka exhibitors Leo Thompson and Kylie Hopkins from Datadoo Anglo Nubians as they present a

live milking demonstration with one of their prized does.

After the demonstration, it's time to get up close and personal with some of the cutest kids at the Ekka - literally! Meet, pat and connect with adorable young goats.

### DAIRY CATTLE EXERCISE AREA

**WHEN:** Throughout the day

**WHERE:** Next to the Large Animal Pavilion

Visit the new Dairy Cattle Exercise Area and meet our dairy exhibitors.

Watch the cattle being exercised throughout the day and chat with exhibitors to learn more about the dairy industry.

It's a great way to get up close and connect with these gentle animals and the farmers who care for them.





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## COMPETITION FAST FACTS

- \$687,000+** Total competition prize pool
- 32,000+** ribbons, rosettes and sashes to be awarded
- 21,000+** competition entries expected
- 1,380+** head of beef cattle
- 4,760+** Arts & Cookery entries

# WHAT'S NEW COMPETITIONS

Competitions remain at the heart of the Ekka and this year we're expecting around 21,000 entries across 46 categories.

Several competitions have experienced strong growth this year. Beef entries are booming – the Paddock to Palate competition presented by JBS Australia has surged by 35 per cent, while Stud Beef and Led Steer have each grown by more than 10 per cent.

The Poultry, Pigeons, Birds and Eggs Competition has seen a 50 per cent increase in egg entries, thanks to the introduction of a new commercial egg class. Meanwhile, Wearable Art and Natural Fibres Make and Model are both up an impressive 30 per cent.

From equestrian fancy dress to nursery rhyme-inspired cakes, there are many exciting new competition classes and themes for 2025 for Ekka attendees to check out.

## WHAT'S NEW

- **BUSH POETRY:** A hat-themed class for a fresh challenge
- **COOKERY:** New classes include Jellies – Any Variety, Student Relish, and Pickled Vegetables or Fruit
- **COOKERY - Queensland in a Jar:** Entrants create a relish, chutney or jam featuring a key ingredient grown in Queensland
- **CAKE DECORATING:** Nursery Rhymes theme
- **CREATIVE ART AND CRAFT:** Expanded to include Crocheted Toy or Doll – Other, Needle Felting, and Painted Model Figure
- **DAIRY CATTLE:** Combined Breeds class for Guernsey, Ayrshire and Brown Swiss breeds
- **DAIRY GOATS:** Introduction of an All Other Breeds class

- **EDUCATION ON SHOW:** Two new Minecraft Education classes presented by Norco Minecraft Flavoured Milk, with projects ranging from carved pumpkins to collaborative urban farm designs aimed at feeding patients at the Royal Brisbane and Women's Hospital
- **HORSE:** Equestrian Fancy Dress class
- **NATURAL FIBRES MAKE & MODEL:** Themed classes: Rockabilly and Australian Country & Western
- **PAINTING AND DRAWING:** Grand Champion Exhibit Prize to recognise standout artistic talent
- **POULTRY, PIGEONS, BIRDS AND EGGS:** Champion trophies honouring poultry legends, plus a commercial class in the eggs section



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# WHAT'S NEW EDUCATION

The Ekka isn't just fun - it's full of fascinating facts! As Queensland's largest classroom, the Show continues to grow its educational offering.

From discovering the story behind our iconic strawberry sundae to spinning wool and collecting eggs like a real farmer, 2025 brings a bumper crop of exciting new educational experiences to explore.

And that's not all. This year, two of our most popular educational activities - Get Kids Cooking! presented by Australian Eggs and Harvest to Home presented by Manildra - have increased their capacity from 30 to 50 children per session, making room for even more young learners to get hands-on with food and farming.

## WHAT'S NEW HIGHLIGHTS

### STRAWBERRY SUNDAE LANE PRESENTED BY BOQ

Strawberry Sundae Lane presented by Bank of Queensland (BOQ) is an exciting educational activation that brings one of the Show's most iconic treats - the strawberry sundae - to life in an engaging and interactive way.

Behind every scoop lies a story of agriculture, and at Strawberry Sundae Lane you can explore the journey from field to fair. Through hands-on activities, children will discover how strawberries are

grown, how milk becomes ice cream, how sugarcane is turned into refined sugar, and how wheat is harvested and turned into crunchy cones.

There are more than 10 interactive learning elements over 16 metres at Strawberry Sundae Lane, plus kids can enjoy a taste of the famous strawberry ice cream and try a juicy, fresh strawberry for themselves. Thanks to the Queensland Strawberry Growers Association who've purchased 30,000 strawberries directly from farmers, with support from Berries Australia and the Department of Primary Industries. Children will also receive a strawberry seed card (while stocks last), thanks to BOQ, so they can grow their own strawberries at home.

### WOOL WORKSHOP PRESENTED BY TOY FARM

*WHEN: 9.30am, 10.30am, 11.30am,  
12.30pm, 1.30pm, 2.30pm, 3.30pm,  
4.30pm, 5.30pm daily*

Experience the wonders of wool from sheep to yarn at the new Wool Workshop presented by Toy Farm.

Kids will get hands-on as they explore the wool-making journey, from meeting the sheep to spinning wool and weaving.

They'll sort fleece, try carding and spinning, plus learn the basics of weaving on a hand loom.

Children will finish by braiding wool into a colourful bracelet to take home.

### CLUCK AND COLLECT

Children are invited to roll up their sleeves and become little farmers in the new Cluck and Collect, a hands-on egg-collecting adventure.

They will reach beneath imitation hens to collect eggs, then sort them for delivery to the market, supermarket or home - learning along the way that eggs don't just magically appear on shelves.

### GIANT PINEAPPLE DISPLAY BY NATIONAL PINEAPPLE ASSOCIATION

A beloved Queensland icon is making a comeback at the Ekka with the recreation of the Giant Pineapple - a 3-metre-high structure built from 200-300 real pineapples!

Led by Chris Doyle, grandson of the original giant pineapple builder, the display celebrates the heritage of Queensland horticulture while drawing attention to the economic challenges and declining consumption facing the pineapple industry.

The display will be complemented by the Tropical Pines food trailer, serving up fresh-cut, juiced and dried pineapple - with around 10 tonnes to be sampled during the Show!





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# WHAT'S NEW

## FOOD AND BEVERAGE

From Insta-worthy treats to beloved Show classics, the Ekka is a food lover's paradise boasting more than 110 food and beverage vendors across the grounds.

This year's menu is bursting with bold new flavours, viral sensations and crowd-pleasing favourites reimaged. Whether you're craving sweet, spicy, crunchy or cheesy, there's something new and delicious around every corner.

### SELECTION OF WHAT'S NEW

#### STRAWBERRY SUNDAE MEGA OUTLET

*Location: Corner of Gregory Terrace and King Street*

Nothing says Ekka like an iconic strawberry sundae - and we've made them easier to enjoy than ever with our brand-new mega outlet at the corner of Gregory Terrace and King Street!

With nine registers (up from just two last year), your favourite sweet treat will be quicker and easier to grab than ever before. Plus, with four Strawberry Sundae stands spread across the grounds including Gregory Terrace, Gourmet Plaza, B105 Sideshow Alley and Kids Carnival, you're never far from a classic Ekka indulgence.

As a not for profit, the RNA will reinvest the money raised from the strawberry sundaes back into the Ekka, including our vital agricultural education programs.

#### TIKTOK FAMOUS DUBAI CHOCOLATE BARS AT CHOCO DRIP

*Location: Woolworths Fresh Food Pavilion*

Get ready to experience the viral sensation that has taken TikTok by storm!

Choco Drip brings the flavour of the Middle East to the Ekka with their famous Dubai Chocolate Bars (Knafeh) - a rich, gooey dessert layered with crispy pastry, creamy cheese and a decadent chocolate drizzle.

#### HOT HONEY CHIPOTLE CHICKEN IN A FUNNEL CAKE AT LA LOOPS

*Location: Gourmet Plaza*

Get ready for a flavour explosion with LA Loops' hot honey chipotle chicken funnel cake.

Crispy, golden funnel cake meets spicy, sweet chicken glazed with a fiery honey chipotle sauce - a perfect balance of heat and sweetness that's sure to delight your taste buds.

#### HALF A LOAF OF BREAD STUFFED WITH BURGER FILLINGS AT SMASH BURGERS

*Location: Gourmet Plaza*

Meet the Blockbuster Burger - a towering feast served in a hollowed half loaf of bread, packed full of juicy burger fillings and topped with melted cheese.

It's a hearty, flavour-packed explosion that's perfect for those craving a burger that's big on size and taste!

#### DEEP-FRIED DESSERT SANDWICHES AT CRISPY CLOUD

*Location: Lower Gregory Terrace*

Indulge in a crispy, golden deep-fried sandwich with a deliciously sweet surprise inside!

Choose from irresistible fillings like crème brulee, pistachio and chocolate, Biscoff crumble, cookies and cream, banoffee, matcha or chocolate ganache, and banana and chocolate.

#### 1-METRE-LONG TANGHULU AT FRUITY POPPIN

*Location: Woolworths Fresh Food Pavilion*

Get ready for a sweet spectacle!

Fruity Poppin is serving up a show-stopping 1-metre-long Tanghulu - a dazzling skewer of crisp, glossy, candied fruit that's as photogenic as it is delicious.

#### ROYAL QUEENSLAND COOKING STAGE

*Location: Woolworths Fresh Food Pavilion*

Learn the tricks of the trade from some of the best in the business as they cook with Queensland's finest ingredients at the Royal Queensland Cooking Stage.

From top chefs to passionate producers, this is your chance to see culinary talent in action and pick up tips for your own kitchen.

This year's line-up features a celebration of Queensland's aquaculture, including fresh prawns and barramundi, thanks to the Queensland Government's Department of Primary Industries. You'll also learn how to whip up crowd-pleasers using Royal Queensland Cheese & Dairy Award-winning Moondarra Cheese, discover new ways to cook with fresh citrus from Grove Juice, and much more!





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# WHAT'S NEW MUSIC

Get ready to turn up the volume - there's a whole lot of toe-tapping talent at the Ekka this year.

From rising country stars to high-energy cover bands and crowd-pumping DJs, the 2025 music lineup is jam-packed with fresh sounds.

With live performances across multiple stages, there's something for every music lover to enjoy - day or night.

## FIRST TIME HITTING THE EKKA STAGE!

### WILL DAY

*WHERE: XXXX Stockmen's Bar & Grill*

*WHEN: Saturday 9 August, 8pm-10.45pm*

Brisbane-based country artist Will Day is fast making his mark on the Australian music scene.

His debut album *Countrified* (2021) cemented his reputation as one to watch, and he's since shared the stage with some of the biggest names in the industry including Morgan Evans, Shannon Noll, Diesel and The Black Sorrows.

Will has also performed at some of Australia's most iconic country music festivals including the Tamworth Country Music Festival, Groundwater Country Music Festival, Savannah in the Round and

the Gympie Music Muster.

He has recently spent time in Nashville, performing at CMA Fest showcases and writing songs for his next album, due for release in 2026.

### PHOENIX RISING ROCK COVER BAND

*WHERE: XXXX Stockmen's Bar & Grill*

*WHEN: Tuesday 12 August, 8pm-11pm*

Making their Ekka debut, Phoenix Rising will bring rock classics, party sing-alongs and toe-tapping favourites to the stage - many of which other cover bands often overlook.

This dynamic Gold Coast band delivers a high-energy show packed with hits from Bon Jovi to Dolly Parton, guaranteed to get music lovers of all ages on their feet.

Known for their polished performances and ever-expanding repertoire, Phoenix Rising promises a night of unforgettable energy and crowd-pleasing anthems.

### DEE JAYE BUX - DJ SET

*WHERE: Multicultural Plaza Music Stage*

*WHEN: 7.30pm-9pm daily*

Australia's top country music DJ, Dee Jaye Bux, will be spinning every night of Ekka with his signature blend of country and

funky remixes.

With more than 23 years of experience, he has worked alongside legends like Jimmy Barnes, John Farnham and Tim McGraw.

Dee Jaye Bux knows how to keep the crowd energised and dancing, creating an unforgettable Hoe-down Honky Tonk atmosphere.

### 2025 TOYOTA STAR MAKER WINNER: FELICITY KIRCHER

*WHEN: Saturday 16 August, 12.30pm*

*WHERE: Multicultural Plaza Music Stage*

Fresh off a national tour with ARIA Hall of Famer Kasey Chambers, Felicity Kircher is set to shine on stage at the Ekka.

As the 2025 winner of prestigious Toyota Star Maker competition, the 20-year-old alt-country artist is quickly becoming one of Australia's most exciting emerging talents.

Known for her magnetic stage presence, sweet honey vocals and rhythm guitar skills, Felicity will bring her signature blend of traditional country and fresh storytelling to Ekka - captivating audiences with every note.



# STAV, ABBY & MATT FOR BREAKFAST



STREAM IT ON  LISTNR

  
**B105**  
105.3



## SHOWBAG FAST FACTS:

- 398 types of showbags
- 93 new showbags
- 9 showbags priced at \$5
- 79 showbags priced \$10 or less
- 160 showbags priced \$20 or less



# WHAT'S NEW RIDES & SHOWBAGS

## RIDES

Ekka's two vibrant carnival precincts are packed with thrills – from heart-pounding thrill rides in B105 Sideshow Alley to beloved family favourites in Kids Carnival.

Back by popular demand, the daily two-for-one rides session is sure to once again be a hit! Enjoy one hour of discounted rides from 9.30am to 10.30am each day in both B105 Sideshow Alley and Kids Carnival.

Enhancing this year's ride experience is the new Ekka Fun Pass, designed to eliminate the need to visit a ticket booth.

Replacing physical ride cards, visitors simply need to download the Ekka Fun Pass app, purchase credits and scan their phone at each ride or game – making queues at ticket booths a thing of the past. More info on the Ekka Fun Pass can be found on page 5.

## SHOWBAGS

With almost 400 showbags to choose from - including more than 90 brand new to Ekka - there's something for everyone in The Courier-Mail Showbag Pavilion!

From sweet treats and licensed character showbags like Bluey and Peppa Pig to cult

classics such as Bertie Beetle, there's a bag to suit every taste and budget.

Prices start at just \$5, with more than 80 showbags priced at \$10 or less, and 160 showbags available for \$20 or under.

The showbag pavilion is your one-stop shop for fun, value and tradition!

### NEW

- Stitch Backpack Bag - \$35
- Stitch Stationary Bag - \$30
- Building Bricks - \$30
- Bake Kneads - For The Baking Enthusiasts - \$25
- Go Nuts for Donuts - \$25
- Jurassic World - \$35
- Fashion Trendz - \$27
- Jujutsu Kaisen - \$32
- The Simpsons - \$35
- Wicked Cosmetic Bag - \$35
- Pranks & More - \$32
- Furby - \$32
- Cinnamoroll - \$32

- Jawbreaker - \$16
- Sonic - \$32
- Hello Kitty Pink - \$32

### 2025 EXPECTED TOP SELLERS

- MCo - \$35
- Stella Athletic - \$38
- Allkinds - \$36
- Bertie Beetle range - \$5-\$25
- BIG Aerp Showbag \$22
- NBA Los Angeles Lakers Showbag - \$36
- Metallica Showbag - \$32
- XXL Candy Crazie Showbag - \$18
- Hello Kitty Pink - \$32
- Bluey - \$32
- Cinnamoroll - \$32
- Paw Patrol - \$32
- Hot Wheels - \$32
- Trolli Jumbo - \$10



# TRIPLE M BREAKFAST

WITH **MARTO, MARGAUX & DAN**

STREAM IT ON  LISTNR



TRIPLE  
104.5 





Queensland beef producers dominated the first phase of the RNA's prestigious Paddock to Palate Competition presented by JBS Australia in Toowoomba in June, delivering standout performances in weight gain.

Russell Pastoral Operations from Blackall, Queensland, led the charge with multiple wins with their Angus X cattle.

They secured first place in Class 37A with an ADG of 2.797kg and also took top honours in Class 40A with an ADG of 2.287kg, along with the highest individual weight gain in that class of 2.87kg.

In Class 38A, Devon Court Herefords from Drillham claimed first place with an ADG of 3.113kg, while a Charolais steer exhibited by Keddstock Pty Ltd from Yuleba topped the individual ADG results at 3.431kg.

The Wagyu Challenge (class 39A) also saw strong Queensland representation, with Thomas Burnett from Dirranbandi taking first place with an ADG of 1.286kg with his Wagyu X Angus.

Hancock Agriculture from Bell secured the

highest individual weight gain for that class with an ADG of 1.613kg with their fullblood Wagyu entry.

Palgrove Pastoral Co from Bukkulla, New South Wales, also made their mark, securing several placings with their Ultrablack, including the highest individual ADG of 3.42kg in Class 37A.

The weight gain phase of the competition showcased a diverse range of high-performing breeds including Charolais X, Hereford, Santa Gertrudis, Shorthorn Santa, and Angus X.

Offering almost \$55,000 in prize money, this year's competition attracted 1,085 head of cattle – an impressive 35 per cent increase on 2024.

RNA Beef Committee Chair Gary Noller said the growth in entries showed how valued the competition was within the beef industry.

"We're seeing more entries year on year because exhibitors are recognising the commercial rewards," he said.

"The competition provides real valida-

tion for both seedstock and commercial producers - it proves their genetics are not only performing in the paddock but are also commercially aligned with market demands.

"One of the great strengths of the competition is its benchmarking power, with the data giving producers the opportunity to identify their point of difference.

"The exhibitors who can strike that balance and perform consistently across all phases of the competition are the ones building more viable operations."

Competition classes 37, 38 and 40 are three phased comprising best aggregate weight gain, carcass and MSA eating quality, while the Wagyu Challenge (class 39) is four phased finishing in a beef taste off judged by some of Queensland's top chefs.

The exhibitors who poll the highest aggregate scores across all phases will be awarded the overall prizes at the Paddock to Palate and Beef Industry Dinner presented by JBS Australia at the Brisbane Showgrounds on Thursday 7 August.





# RNA

## UPDATES

### EKKA FELLOWSHIP

As the Ekka prepares to celebrate its 150th anniversary in 2026, the Ekka Fellowship - offered by the State Library of Queensland in partnership with the RNA - continues to shine a light on the rich and remarkable history of Queensland's most iconic event.

Now in its second year, the Fellowship supports original research into the Ekka's people, stories and legacy, drawing on the vast resources of both the John Oxley Library collection and the RNA archives.

From pioneering producers to Show legends and lost exhibits, the Fellowship helps uncover the fascinating, lesser-known stories behind 150 years of tradition.

The 2025 Fellowship recipient, to be announced in September, will receive a stipend of \$20,000, a personal workspace within the Neil Roberts Research Lounge for 12 months and premium access to State Library's extensive collections and library staff expertise.

Want to take a trip down memory lane? Click [here](#) to explore the State Library's Ekka collection and uncover a slice of Queensland's history.

### FUTURE AGRICULTURAL LEADERS AT THE EKKA

Twenty young Queenslanders working in agriculture will gather at the Brisbane Showgrounds for a two-day leadership development workshop during Ekka Beef Week.

Facilitated by the highly regarded Marcus Oldham College, the

workshop on Thursday 7 and Friday 8 August in the Royal International Convention Centre is designed to equip participants with practical skills, confidence and meaningful connections to help shape the future of Australian agriculture.

The program is proudly supported by the RNA Foundation, which raised \$50,000 at its annual Long Lunch in May. The funds will support three key initiatives: the leadership workshop, a bursary for a rural student to attend St John's College at the University of Queensland, and support for the Lachlan Hughes Foundation to fund a student to complete their innovative Regenerative Agriculture Program.

### RNA COUNCIL UPDATE

Following the Annual General Meeting in April, Junior Vice President (JVP) Angus Adnam retired after 20 years serving on the Council, the last 14 as JVP.

He has been involved in the Ekka for almost 50 years after being appointed as a steward in 1978.

The RNA sincerely thanks Mr Adnam for his outstanding service and dedication.

Don Chandler was nominated by the Council as the new JVP while Ari McCamley was appointed to the executive team filling the vacancy.



# Book your Xmas party now!

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It's fresh.

## It's Queensland

Join the Queensland Government at Ekka 2025 and celebrate the people, produce and passion that power our state's agriculture, fisheries and forestry industries.

Don't miss our cooking demos in the Woolworths Pavilion, where you can see Queensland-grown ingredients transformed into delicious dishes by top local chefs.

Take your hats off to our hardworking producers in the Ag Education Hall and learn more about where your food and fibre comes from.

Learn how to spot and stop fire ants while getting up close with the super pest in the Ag Education Hall.

Follow @QueenslandAgriculture and tag your posts with #Ekka and #QldAgriculture to share your Ekka experience!

**DELIVERING**  
FOR QUEENSLAND



**Queensland**  
Government

# AUGUST MULTICULTURAL QUEENSLAND MONTH



[www.qld.gov.au/multiculturalmonth](http://www.qld.gov.au/multiculturalmonth)

**DELIVERING**  
FOR QUEENSLAND



**Queensland**  
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# CHEERS TO THE CHAMPIONS

## OF THE ROYAL QUEENSLAND AWARDS

From cheese to chardonnay, the 2025 Royal Queensland Awards presented by King Street delivered another incredible year of competition, with more than 2,400 entries judged across seven categories - Branded Beef, Branded Lamb, Cheese and Dairy, Ice Cream, Gelato and Sorbet, Wine, Beer, and Distilled Spirits.

The Cheese and Dairy competition saw substantial growth in participation this year, with entries up by 35 per cent.

Dedicated to unearthing the nation's top food and beverage products, the Royal Queensland Awards provide Australian producers with a valuable platform to benchmark and promote their products, ensuring they receive the recognition they truly deserve.

Congratulations to this year's Grand Champions:

### BEEF

**ICON XB WAGYU BY  
PARADIGM FOODS**

*"It offered the perfect balance of juiciness, tenderness and structure."* Chief Judge Elaine Millar

### LAMB

**TASMANIAN ROYAL BY  
ROYAL WHOLESALE MEATS**

*"It earned its Champion title for its complexity of delicate yet luscious sweet and savoury flavours..."* Chief Judge Elaine Millar

### CHEESE

**MONTEFIORE TRECCE BY  
MONTEFIORE CHEESE AUST  
PTY LTD**

*"It's rare for this type of cheese to win over cheddars and blues which have more complex flavours, speaking volumes about how excellent it is."* Chief Judge Russell Smith

### ICE CREAM

**YUZU GELATO BY SCOOP  
GELATI**

*"It was balanced in flavour, very creamy and refreshing, and the acid from the yuzu rounded it out nicely."* Judge Savannah Sexton

### BEER

**CLASSIC SAISON BY  
SLIPSTREAM BREWING  
COMPANY**

*"... to win Grand Champion with this style is phenomenal and shows just how skilled the Slipstream team is."* Judge Steve Henderson

### WINE

**BREAM CREEK VINEYARD**

### PINOT NOIR 2024

*"It's a wine for the ages and one the Australian wine industry should be very proud of."* Chief Judge Julian Langworthy

### DISTILLED SPIRITS

**THE VINTNER'S BARREL BY  
NIL DESPERANDUM RUM**

*"It combines remarkable complexity and balance - a truly effortless and fantastic example of what Australian rum can be."* Chief Judge Dave Withers

View the full results catalogues under each competition section at [www.rqa.org.au](http://www.rqa.org.au)

### A SMORGASBORD OF AUSTRALIA'S BEST

More than 1,000 guests gathered at the Brisbane Showgrounds in July for the much-anticipated Grape Grazing by Night, where they indulged in award-winning wine and food from the prestigious Royal Queensland Awards.

Attendees sampled over 1,200 of Australia's finest wines, complemented by award-winning cheeses, slow-cooked lamb, and premium beef - a true celebration of the country's best produce.



## PRESENTING PARTNER



## GRAND CHAMPION PARTNERS



## CHAMPION PARTNERS



## MEDIA PARTNERS



## MAJOR PARTNERS



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