



MESSAGE FROM THE PRESIDENT

With less than 100 days until EkKA and the Royal Queensland Wine Show, it is time to bring RNA Members up to date with the many dynamic changes that have been announced by the RNA within the last quarter.

There are many exciting improvements being implemented to make EkKA 2008 the most exciting show to date including: online registration and online tickets (available from mid-June) complemented with new educational and family themes. The 2008 Royal Queensland Show is going to be a grand affair and one not to be missed. It is also my pleasure to draw your attention to the larger upgraded format of the Showbiz publication. This new format has been adopted to better communicate the innovations shaping the future of the RNA Showgrounds and the greater Bowen Hills region.

On 28 March the Annual General Meeting was held in the foyer of The Coffee Club Auditorium and was well represented by RNA members from across the community. As you are aware, a ballot was held for the nine Councillor positions and I'm pleased to report all the current Councillors were re-elected.

The President and two Vice Presidents were re-elected unopposed and we extend a warm thank you to all RNA members for showing their

support and confidence for the existing Council members.

On 2 April of this year the RNA released its RNA Development Scheme Strategy to the community. The RNA Development Scheme Strategy is the RNA's blueprint for transforming the RNA Showgrounds into a lifestyle and cultural hub, accessible all year round. The announcement has been long awaited as the RNA has undertaken a number of planning exercises since 2002.

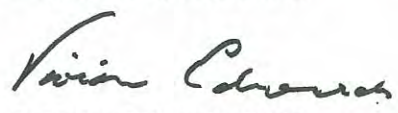
The RNA Development Scheme Strategy is aligned with broader Queensland Government strategies such as the South East Queensland Regional Plan and most importantly with the Bowen Hills Urban Development Area. Deputy Premier Paul Lucas recently confirmed plans to transform Bowen Hills into a major Transit-Oriented Development Precinct. The RNA Showgrounds will be the catalyst for the rejuvenation of this broader precinct into a cultural and social destination - one which Brisbane and Queensland will be proud of. Walking paths and bicycle tracks will link commercial, mixed use and open spaces allowing Queenslanders to

use the RNA Showgrounds all 365 days of the year.

I encourage all RNA Members, EkKA patrons and the broader community to have their say on the RNA Showgrounds redevelopment plan by filling out feedback forms available on our website www.rnashowgrounds.com.au.

April 28 marked just 100 days to the start of the Show and my Grandchildren were particularly excited to learn they had only 99 sleeps to go. It has already been an exciting start to the year and activity is growing as we gear up for the 2008 Royal Queensland Show, with entries already starting to come through during April.

All the best in your preparations for this year's Show. With all the activity we have already seen, 2008 is shaping up to be a great year and having unveiled plans for the RNA Showgrounds we are looking forward to sharing more good news with you in future issues of Showbiz.


Dr Vivian Edwards, OAM



Embracing the Dawn of A NEW ERA

The RNA has unveiled a Development Scheme Strategy to turn the RNA Showgrounds into a world class lifestyle and cultural destination in Queensland.

Work will start straight after the 2009 Ekka to transform the Industrial Pavilion into a state-of-the-art exhibition centre with underground car parking.

The RNA Development Scheme Strategy also incorporates plans for the development of a number of complementary mixed use precincts around the street edges of the RNA Showgrounds.

RNA President Dr Vivian Edwards said as custodians of the site, the RNA had a duty to keep the RNA Showgrounds relevant to all Queenslanders and more could be made of the site.

"Our organisation has been entrusted by the people of

Queensland to look after the RNA Showgrounds, a historical icon in its own right, which holds a special place in the hearts of all Queenslanders," Dr Edwards said.

"As part of our efforts to safeguard the RNA Showgrounds for future generations and to remain relevant to today's Queenslanders we started to develop a Masterplan for the site in 2002.

"We are now ready to bring the vision to life and open the RNA Showgrounds up to the public 365 days of the year, allowing easier access to open spaces, retail and commercial precincts."

Since the RNA's inception in 1875 it has proudly promoted and encouraged a sustainable development of agricultural and industrial sectors in Queensland.

The RNA has also passionately supported Queensland's primary, secondary and manufacturing industries, making it the only organisation so deeply ingrained with the state's rich and diverse heritage.

Today, together with its 5,000 members from rural towns and

cities across the state, the RNA continues to be an active advocate and social commentator on issues relating to the land and farming, and bridges the social and geographical boundaries of city and country.

To do that, the RNA has relied heavily on the RNA Showgrounds. As a venue, it has been at the heart of Brisbane's social scene and in Queenslanders' psyche for more than 130 years.

"We want to rejuvenate the site to create a cultural and social destination – one which Brisbane and Queensland will be proud of.

"We have worked tirelessly since 2004 to establish the RNA Development Scheme Strategy for the RNA Showgrounds that will protect the site's heritage while also realising its future potential.

'Our vision will see the RNA Showgrounds host spectacular events all year round, host an even better Ekka and provide walking and bicycle tracks to link commercial, residential and open spaces. It will be an extension of the city.' Dr Edwards said.



The RNA Development Scheme Strategy highlights specific buildings which will be preserved, restored and refurbished. Dr Edwards stressed it would be a long process to transform the RNA Showgrounds and gathering feedback from Queenslanders is critical.

"We have the backing of the State Government and have received positive feedback from the general public. We're inviting local residents, business owners and show-goers to offer their feedback to ensure this is a venue for all Queenslanders."

"This is a positive move for the RNA and for all Queenslanders. It will bring opportunities, business and will reinvigorate interest in the local area. I would encourage everyone to look at the RNA Development Scheme Strategy on our website and look forward, as I do, to a new era for the RNA Showgrounds." Dr Edwards said.

The redevelopment of the site will complement the State Government's plans to transform Bowen Hills into a major Transit-Oriented Development precinct.

A key element of the strategy will see the RNA Showgrounds as a link between the city and neighbouring suburbs of Fortitude Valley, Bowen Hills and Windsor.

Buildings of high heritage value such as the John MacDonald Stand, Members Stand and Ernest Baynes Stand will be refurbished while some solid walls and fences around the site will be replaced with transparent fences.

To have your say on the RNA Development Scheme Strategy visit www.rnashowgrounds.com.au.





There's something very fishy about Bill Smith.

PISICULTURE 'CHIEF STEWARD' makes a Splash!

Last year a team of Pisiculture stewards paraded their fishbowls around the Energex Community Arena for the first time ever. One Champion Marine Clown fish and a Siamese Fighting fish swam their way through the Grand Parade, alongside the variety of other animal classes participating in the Royal Queensland Show. The man who instigated this proud display of showmanship was Honorary Council Member for Pisiculture, Bill Smith.

When asked what prompted this grand gesture, Bill mentioned several long standing horse and cattle stewards and the phrase "You're not a real 'Showie' if your animal isn't in the grand parade".

As the new Honorary Council Steward, Bill is confident that the fish are in the Grand Parade to stay, as is his brightly coloured beard, now an EkkA tradition.

Bill is no fish out of water when it comes to Pisiculture.

He started showing fish in 1971 at the Royal Queensland Show and his involvement has increased ever since. He was made Honorary Council Steward last year and has been a council steward with the EkkA for 26 years. Bill is also a regular on the Pisiculture judging circuit and has critiqued more fish than any other judge over the years.

As the manager of Lifestyle Pets at Lawnton, Bill's aquatic interest spans every aspect of his life. Previously the owner of an Aquarium for 20 years, Bill sold his business in 2006 to enjoy more spare time and no doubt further pursue his aquatic interests.

A fascination with fish is not shared by Bill's relatives, in which case you could call him the 'black fish' of the family; although his first interest in Pisiculture was sparked from an old glass battery case which his father converted into an aquarium to keep goldfish. By the time Bill was 15 he

had acquired his own aquarium. He started keeping tropical fish and his passion moved to Cichlids. His favorite fish is the Red Devil – a Central American Cichlid. Bill began breeding Cichlids as a hobby then started a small operation selling the fish to purchase new equipment. Over the years the operation expanded and Bill was able to open his aquarium.

As it is with all exhibits at the Royal Queensland Show, Bill explains that thanks must go to a number of helping hands responsible for the continued success of the Pisiculture exhibit.

"Our team has worked together for a long time, we enjoy putting the Show together and we work well together. It's really a big team effort".

The Pisiculture exhibit is a part of Animal Boulevard which brought unprecedented crowds to Alexandria Street last year. The exhibit will be one to watch out for this year as Bill has a few surprises up his sleeve. Watch out for the fish in the Grand Parade this year!



NEW ONLINE SYSTEM

is the Ticket for Ekka 2008

A new online ticketing system being launched in April 2008 will make your trip to the Ekka even easier. With prices remaining the same as last year, budgeting for Ekka 2008 will be a breeze. Ekka attendees will now be able to purchase and print their tickets from home with the click of a mouse.

“Plan for Ekka in advance this year with online ticketing,” is the advice given by Brendan Christou, General Manager of Corporate Services for the RNA. Brendan is in charge of the E-ticket System launch and is pleased E-tickets will allow families to budget for Ekka in 2008. A projected release date for the E-ticketing system is set for mid-June. “It means that even more families can share in the Ekka experience,” he said.

The new E-tickets will allow access to Ekka on any one of the ten days. The individually bar-coded E-tickets will be available to print from home. The tickets sold online will include: Adult, Child, Concession, Family A



(two adults and two children) and Family B (one adult and one child). E-ticket holders will enter Ekka through the special 'passholders only' area to have their tickets scanned. It is also anticipated the E-ticket system will make queue times shorter for everyone visiting the Ekka this year.

To buy your tickets online, from mid June go to: www.ekka.com.au



There's No Place LIKE HOME

The Courier-Mail and *The Sunday Mail* 2008 Home Show was well received by Brisbane locals and a number of international visitors in March. Being the largest of its kind in the state, *The Courier-Mail* and *The Sunday Mail* 2008 Home Show was staged within a number of the RNA Showgrounds' facilities. The event spanned nine days and featured over 300 unique exhibitors.

During the event, Showbiz had the opportunity to catch up with the *Courier-Mail* and the *Sunday Mail* 2008 Home Show's Administrator, Gail Barfoot from Organisers International. Gail said she has enjoyed the opportunity to be involved in the organisation of the event for a number of years and has always appreciated the laid back atmosphere of the RNA Showgrounds.

"The Home Show has always been here, it has become somewhat of an institution at the RNA Showgrounds. From an organisational position it is refreshing working with venue managers who walk into a planning meeting and tell you that anything is possible," she said.

The variety of displays participating in *The Courier-Mail* and *The Sunday Mail* 2008 Home Show featured everything for the home including displays from Kitchen Connection, Suncorp Insurance, The Furnishing Industry Association of Australia and Energex.



There were also a number of smaller independent vendors including interior designers, water tank manufacturers and storage solutions experts. With a collection of items that was sure to have something for everyone, exhibitors pulled together a range to suit any budget.

Eco friendly features were a trend in the displays this year with visitors having the opportunity to see, try and compare a number of alternatives.

The Courier-Mail and *The Sunday Mail* 2008 Home Show has been included on the RNA calendar of events for over 40 years. It draws attention from both local and international visitors. First time visitor to the event Tom from Auckland, came straight from the airport to see the show.

"A man's home is his castle and this year's home show was fit for a king", Tom said when asked to sum up his day.

The Courier-Mail and *The Sunday Mail* 2008 Home Show is held at the RNA Showgrounds annually and will be back again next year.

For more information on the show visit:

www.organisersinternational.com.au



Reasons to come to the ROYAL QUEENSLAND WINE SHOW

The biggest Wine Event of Queensland's 2008 season is imminent. The Royal Queensland Wine Show (RQWS) held at the RNA Showgrounds in July, is Queensland's most respected and longest running wine competition. A number of events have been included in this year's RQWS itinerary that have been designed to immerse the local community in the classic atmosphere that surrounds one of Queensland's most loved cultural traditions.



Gala Dinner

Held on Thursday 10 July 2008, a Gala Awards dinner is held to unveil the award-winning wines for the year. Amazing cuisine and samples of last year's Gold Medal winning wines are just some of the features to look forward to when attending this 'black tie' event.

The RNA Showgrounds

22 hectares 3km from the Brisbane CBD. The RNA Showgrounds will play host to the RQWS with the space and facilities to accommodate all of the events in the show's extensive line up.

Good Company

Whether it is the laid back atmosphere of the Public Wine Tasting, or the regal charm of The Gala Awards Dinner, the RQWS would be the perfect place to take a group of friends to share the award-winning experience.

Supporting Local Produce

Getting to know local wineries can be rewarding for both the palette and the wallet. The RQWS supports local wineries and encourages all Queenslanders to do the same.

Heritage

The RQWS has historically and consistently been the first wine competition of the season. The RNA Showgrounds is proud to have been the home of the RQWS since its inception.

Great Food

What is great wine without great food? The 2008 Branded Beef Winner and Champion Cheeses will be served at the Gala Dinner and cheese and crackers will be made available to complement the selection at the Public Wine Tasting.

Public Wine Tasting

The tasting will be held on Saturday 12 July 2008. Visit the 'Bench of Gold' to sample all of the award winning wines. All entries will also be made available to compare within their respective sections.

Industry Information

With judges from across Australia participating in tastings, results from the RQWS are a great indicator of successful labels for the 2008 season. Amateur wine lovers will also appreciate the opportunity to expand enthusiastic palettes.

Glassware

While the RQWS judges use scientifically shaped glasses designed to enhance the aroma and flavour of the wine samples, visitors to the Public Wine Tastings can take home a little piece of the RQWS with ticket prices including a free RQWS Wine glass on entry.

SPOTLIGHT ON:

The Entries Department

The RNA Entries Department is pleased to announce that entries for the 2008 Ekka have officially opened with the first entry for the 2008 Royal Queensland Show arriving in late March. The entries are now flooding in and the new team in the Entries Department will certainly have their work cut out for them this year with Ekka competition looking as fierce as ever.

Each year, the Entries Department works tirelessly to organise over 27,000 entries across 7,000 classes. Andrew Tudor, the RNA's New Competition Officer, has been pleased with the success of the new online entries system.

"The online system has made entering even easier this year. Competitors can now make faster

and more accurate submissions and keeping the information digital means less pressure for us in the lead-up to Ekka," he said.

Entries Assistants Morwenna Kaipuke and Sacha Morton-Peltola both help to coordinate over 700 Judges and Stewards, provide 14,000 trophies and ribbons and allocate and distribute over \$400,000 in prize money and trophies. Chris Picking, the most recent to join the Entries team is a Data Analyst. Chris's eye for detail keeps a close watch on all digital data surrounding competition entries and results.

The new team said they are enjoying the challenge of making the tradition of competing in Ekka a reality for 2008.

For further information about the 2008 competitions the RNA Entries department can be contacted on 3852 1831. For more online information visit www.ekka.com.au.



How to Select an AWARD WINNING GELATO

Showbiz recently caught up with Merv McDonald, one of the RNA Showgrounds' resident Dairy Produce experts. Merv's lifetime involvement in the Dairy Produce Industry has made him an experienced and valuable addition to the Ekka judging team as a judge for a number of years. Here is what he had to say about making Award Winning Gelato.

When it comes to choosing a great Gelato, what are the features that you look for?

There are three criteria by which Gelato can be judged. They include flavour, body and condition.





The most important quality of a sample is the flavour. The flavour is a direct result of the conditions the sample was made within. If the conditions are impure, then a number of foreign flavours can be detected. There is also an infinite scope to enhance the flavour of the Gelato through fruit puree, chocolates and various other sweetening additives.

The body of the sample can be judged by the texture of the Gelato. Ideally, the sample should be light and fluffy. However if the sample is too aerated, it may contain ice crystals. If it is too dense it may tend to be grainy. There is definitely a fine balance to be achieved.

Finally the appearance of the sample is assessed. A simple Gelato may be judged by its colour. More complex entries may contain swirls and garnish. Terms such as 'shrunken' apply to samples that are overly aerated and have deflated in transit. All of these factors are taken into consideration.

What are the key ingredients needed to make Gelato?

The foundation of any great dairy product is premium quality, fresh milk. A good recipe will balance the sugar and the fat content. The mixture is emulsified, pasteurised, aged at a cold temperature and churned in the presence of flavours.

What is the difference between Gelato, Ice Cream and Sorbet?

Gelato is the term used to describe Ice Cream in Italy. Historically speaking, there have always been regional differences in the make-up of Gelato. Generally more northern regions of Italy created Gelato with a higher fat content and the more southern regions made a lighter mix. When the Sicilians began to migrate around the world, they took their version of Gelato with them. As a result, the non-European definition of Gelato applies to low fat ice cream.

Sorbet is made from fruit puree and is a non-dairy product. Traditionally

it was used as a palette cleanser in restaurants.

What are the current trends in Gelato? What's popular at the moment?

There is definitely demand for award-winning products. Gelato is perceived as a decadent item in today's marketplace so there are a lot of exotic flavours available at present. There is also a current market for organic products that use all natural ingredients.

Some interesting flavours I have seen were made by the award-winning Colin James Fine Foods in Maleny and included: white chocolate and raspberry, rockmelon and chilli and watermelon and mint. There is definitely an array of flavours in the Gelato game.

What sort of equipment would you need to make Gelato at home?

A fairly decent Gelato could be made at home using good quality ingredients and a home ice cream maker.



CHANGING children's lives

Drinking coffee has never felt so good or meant so much.

The Coffee Club's recent fundraising initiative to support Royal Children's Hospitals across Australia will see 30 cents from the sale of every 200g Signature Blend coffee tin go directly to Children's Hospital Foundations Australia.

Marketing Director John Lazarou said The Coffee Club was extremely proud of the Changing Children's Lives initiative.

"Our customers mean everything to us, and this is our opportunity to give something back by supporting little people with illness and their families," Mr Lazarou said.

"We have traditionally supported Pink Ribbon Day, Red Nose Day and Special Children's Christmas Parties, all amazing organisations, but this year we want to take it one step further through the creation of our own ongoing fundraising initiative," he said.

The Coffee Club

was born out of a conversation with Emmanuel Drivas and Emmanuel Kokoris at Brisbane's Eagle Street Pier precinct. From this single outlet, a brand focused on good food, great service and excellent coffee was created.

Today The Coffee Club has over 220 stores in Australia and New Zealand.

VENUES 'ON SHOW'

at Networking Event

Brisbane's RNA Showgrounds welcomed more than 230 guests when they recently hosted the first Brisbane Marketing Member Networking event for 2008. These events, which are held on a quarterly basis, provide an opportunity for members of Brisbane Marketing to meet, mingle and experience a wide range of venues throughout the Greater Brisbane region.

The RNA Showgrounds took the opportunity to showcase its amazing versatility and flexibility by utilising several dramatically different venues, leading guests on a brief but fun tour of the facilities en route to their final destination.

On arrival, guests accessed undercover parking located adjacent to the elegant Governor's Pavilion, where they registered and were greeted by the Brisbane Marketing team. The 'Ekka' themed event began with a short stroll to the Main Arena, stopping to accept a stick of fairy floss from a sideshow vendor before boarding a small train for a short trip around the arena and across to the Stockmen's Bar and

Grill. Some train passengers also took time out to stop and admire the colourful "prize bulls" on show in the arena before continuing their journey.

The rustic charm of the Stockmen's Bar & Grill was complemented by sideshow features such as Crazy Mirrors, Laughing Clown games and Funny Photo displays as well as a traditional Jazz band. The themed fairground catering was a delight to all the "big kids" in attendance with mini hamburgers, mini hotdogs, hot chips and Nestle Peters Strawberry Heaven ice creams on offer, as well as salmon crepes and rice paper rolls for the more sophisticated palates.

"It was a great opportunity to showcase our venues", said Sue Thomson, Marketing, Sponsorship and Sales Manager for the RNA Showgrounds. "We aimed to ensure our guests received a brief but tantalising taste of the incredible event potential of the RNA Showgrounds. We look forward to continuing our efforts in partnership with Brisbane Marketing to raise the profile of this great location."

THE
COFFEE
CLUB

changing children's lives

imaginative
calm

LIFE

30 cents

from the sale of every

200g Signature Blend
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goes to Children's Hospital Foundations Australia



Royal Children's Hospital Foundation QLD
Royal Children's Hospital Foundation VIC
Sydney Children's Hospital Foundation NSW
Women's and Children's Hospital Foundation SA
Princess Margaret Hospital Foundation WA

The Coffee Club: Proudly supporting initiatives that generate breakthrough treatments and cures to make a difference in the lives of sick and terminally ill children in Australia.



Connection made for EKKA COOKS

The RNA wishes to extend a very warm welcome to a new sponsor of Ekka 2008 – Kitchen Connection. We are thrilled Kitchen Connection will now be the naming rights sponsor of the 'Kitchen Connection Cookery Section'. The RNA is proud to be affiliated with this growing business, which already has showrooms spanning Queensland, New South Wales and South Australia, with plans to expand even further. Recently a popular exhibitor in our Home Show held on the RNA Showgrounds site, Kitchen Connection offers professional attention and advice, drawing on a beautiful collection which caters to every taste and budget. The RNA respects partnerships with environmentally friendly and aware sponsors, and is impressed by Kitchen Connection's commitment to using doors constructed only from timbers grown in managed re-growth forests. Welcome to a wonderful new sponsor.

THOROUGHBRED DAY

Thoroughbred Day is a great opportunity to see World Class Thoroughbred Horses compete in the Main Arena of the RNA Showgrounds at Ekka. The 2008 Thoroughbred Day will be the second time the prestigious event has ever taken place. From the exclusive vantage point of corporate tents available for hire on the RNA Showgrounds Main Arena, attendees will be able to see a number of new classes being judged up close.

The event will occur all day and into the early evening of Tuesday 12 August and will incorporate judging and displays for: Breeding, Racing, Police, Light and World Cup Show Jumping Thoroughbred Horses. Seating will also be available in the grandstands for the public.

For more information on Thoroughbred Day or on how to secure corporate seating for this event, please call **(07) 3852 1831** or visit: **www.ekka.com.au**.

The Richest Reward

Dr Peter, Lynda and Laura Widdowson and the Lotus Institute are sponsoring the Champion Thoroughbred Hack and the Reserve Champion Thoroughbred Hack Classes. This is a boon for the Performance and Pleasure Horse Industry of Australia as the prize money is the richest award for this type of class, anywhere in the world.

The prize for the Champion Thoroughbred Hack has been set at a generous \$3,500 and the Reserve Champion Thoroughbred Hack will receive \$1,500. Entries for both classes close on 21 May 2008.



“ADVANCE® has helped give Harry amazing sparkle and vitality. He loves it and I love the fact its Australian made!”

Dr. Emma Greenway - JOLLYGAZE Dandie Dinmont Terriers VIC



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Backing our Farmers

Thanks to the support of Woolworths shoppers, the funds raised from Woolworths Drought Action Day will help Australian Farmers, now and in the future.



Drought Action Day funds, distributed through the Country Women's Association of Australia, have helped Australian farming families with some much needed financial assistance for living expenses.

The funds have also helped Landcare Australia work with Australian farmers with the aim of protecting and repairing our environment by tackling issues such as salinity, soil acidity and long term farming sustainability.

To ensure the long term commitment to the Australian farming community, Woolworths have teamed up again with the Royal Agricultural Society of NSW and the University of Western Sydney to launch the 2008 Woolworths Agricultural Scholarship.

This program was created to assist young people in the agriculture industry aiming to expand their business knowledge and career opportunities.

From helping the Australian farming community through National Drought Action Day to helping young people with a passion for agriculture, we understand the importance of backing our farmers now and in the future.



Royal Agricultural Society of NSW



University of
Western Sydney
Bringing knowledge to life



GIVEAWAY

Chronicles of Narnia
Prince Caspian

Released 5 June 2008

The characters of CS Lewis's timeless fantasy come to life in this newest instalment of the 'Chronicles of Narnia' series, in which the Pevensie siblings are magically transported back to the world of Narnia, where a perilous new adventure and an even greater test of their faith and courage awaits them.

Walt Disney Studios have been kind enough to supply Showbiz readers with the chance to win fantastic 'Chronicles of Narnia Prince Caspian' prizes. One lucky RNA Member will win a great prize pack including merchandise and a family pass to see the film. There are also 10 x double passes up for grabs. Email your name, address and membership number to giveaways@ekka.com.au for your chance to win. Entries close Monday the 26th of May 2008.



www.incinemas.com.au



BILLY HYDE MUSIC

Presents Urban Upbeat at Ekka

Billy Hyde Music will present Urban Upbeat at Ekka, an event that will bring together the traditional offering of school band entertainment with a new competitive format. The RNA has always placed great importance on educational values and is pleased to announce this exciting new partnership for Ekka 2008.

Urban Upbeat at Ekka is a dynamic addition to 2008 which will see school bands perform not only for Ekka patrons, but also for adjudicators. Bands will compete in a number of different categories, where the predominant focus will be on entertainment. As an added bonus, bands will receive a live recording of their performance.

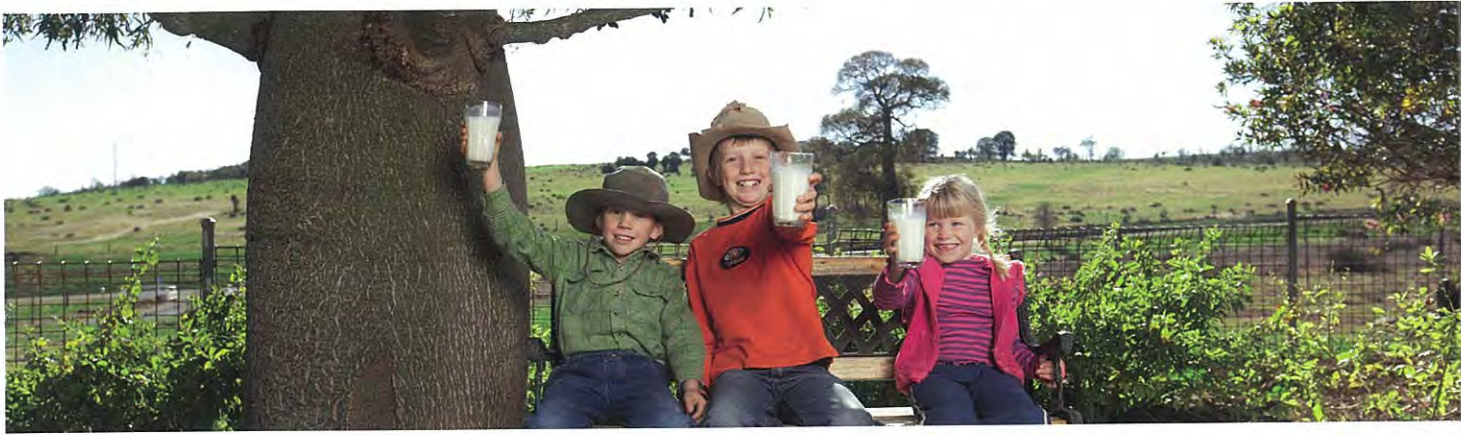
Billy Hyde Music is Australia's fastest growing music retailer, having developed a tradition of service and innovation. The business was born on the talents of Billy Hyde, a musician ahead of his time in Melbourne

through the middle of the 20th century. His innovative approach and focus on the education of young players quickly developed his towering reputation.

Billy Hyde Music believes, 'The only way to survive and prosper in an ever-changing market place is to combine a passion for music, with years of retail experience, moving forward with strong corporate values, while maintaining grass roots and cultural appeal.'

A partnership of this type, which focuses on the development of musical ensembles within schools and offers a platform for performance at the largest event in Queensland, is an invaluable opportunity for young musicians.

Urban Upbeat at Ekka will be held on the Billy Hyde Music Band Rotunda on 8-11, 13, 14 & 16 August. For more information contact the RNA's Education Officer Jordie MacDonald on **(07) 3852 1831**.



Accolades all in a day's work for DAIRY FARMERS

A long day's work is all the more satisfying for more than 2,000 dairy farmers supplying to dairy co-operative, Dairy Farmers, as its milk and dairy products continue to stand out as the nation's best.

Dairy Farmers' enviable and ever-growing list of regional, national and international awards over its 108-year history is proving quality, innovation and taste are at the heart of every product bearing the Dairy Farmers brand.

For farmers like Russell Watson of Gympie, when they see their Co-operative's whole white milk, the popular Dare iced coffee or Coon cheese



on supermarket shelves, they can feel proud their milk is being used to create the best tasting products.

Dairy Farmers' most recent 'gold gong' is heartening recognition of the hard work and commitment of farmers, which has enabled the Co-operative to produce the world's best parmesan cheese, Mil LeL Superior Parmesan.

The hand-turned, aged and waxed parmesan was voted number one at the 27th Biennial World Championship Cheese contest in Wisconsin, USA in March, earning a stunning score of 98.5 out of 100.

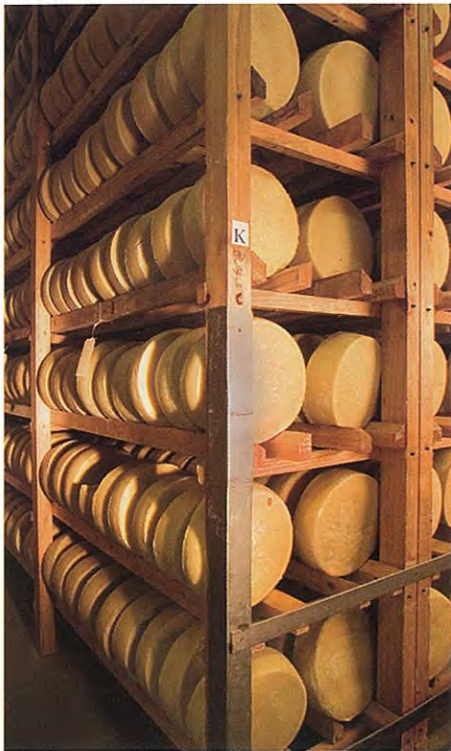
But farmers needn't only count parmesan as the Dairy Farmers product grabbing the tastebuds of food critics and cheese lovers. At the country's annual premier food industry awards, the Grand Dairy Awards, Mil LeL Parmesan's sister product, Mil LeL Superior Romano,



also outshone other cheeses winning the 2008 Champion Hard Cheese award. These cheeses are favourite items in homes and restaurants alike because of their delicious presence in everything from pizzas and pastas to gourmet cheese platters.

The deliciously creamy taste of Oak Chocolate Milk also earned it a gold award, winning the honour of the nation's 2008 Grand Champion Dairy Beverage. Dairy Farmers also took out this award in 2007, for its Dare Double Espresso iced coffee, which is made locally at Booval in Queensland.

Initially established as a milk co-operative, over the years Dairy Farmers has diversified



its range of products to include award-winning yogurts, cheeses and beverages, showing that innovation need never compromise quality. Two hugely popular recent additions to the Dairy Farmers' product range are Thick & Creamy yogurt and Kids Selection yogurt Squeezies. Both made using a unique production method to create one of the most fully-formed, rich and creamy yogurts on the market. Squeezies are popular with parents and children alike thanks to their innovative packaging and convenience. The product can be frozen and popped in lunchboxes, staying fresh and cool throughout the day for a healthy school snack.

And, while these products are quickly winning the hearts of consumers, Dairy Farmers is already dreaming up exciting new ways to bring the nation's finest milk and dairy products to Australians across the country.



Young Player TAKES IT ALL IN HIS STRIDE

At 21 years of age, Russell Watson of Gympie is a newcomer to the dairy industry but already he's enjoying the feeling of pride he experiences every time he sees Dairy Farmers' products perched on cold supermarket shelves.

Just over a year ago, Russell, in partnership with his mother Gayle, diversified their beef and turf operation to include a dairy business, supplying to Aussie co-operative, Dairy Farmers.

"I was pretty happy to hear that milk from our farm goes into making Dare Iced Coffee Double Espresso," Russell said.

"It was the 'Champion Flavoured Milk' at the 2007s Grand Dairy Awards, so it's officially Australia's best iced coffee and it's made right here in Southeast Queensland.

"Seeing brands like Dare, Oak, Coon, Ski and Thick & Creamy on

the local supermarket shelves gives me an added sense of security in Dairy Farmers. It's a co-operative that is going places and that is what I like."

When Russell first started his dairy, he did plenty of research. After talks with Dairy Farmers' Sunshine Coast-based Farm Services Officer Cameron Whitson, Russell chose Dairy Farmers as their milk processor.

"Dairy Farmers offers very competitive milk prices backed up with on farm technical advice on nutrition and farm development issues," Russell said.

"I've found Dairy Farmers great to deal with."

Running 120 milking cattle, plus 80 dry cattle on their 390 acre property in Gympie, Russell is one of more than 2,000 farmers Australia-wide who supply milk to Dairy Farmers.



In the NEIGHBOURHOOD

New research at the Queensland Institute of Medical Research (QIMR) is currently investigating using parasites to combat coeliac disease.

A new treatment for coeliac disease, which affects one in every 100 Australians, could be on its way if clinical trials being conducted by Australian researchers prove effective.

Their aim is to determine whether the human hookworm, *Necator americanus*, can inhibit immune response that causes the illness experienced by coeliac sufferers.

Some experts believe the disappearance of intestinal parasites (such as hookworm) from humans may be responsible for the upsurge in many autoimmune and allergic disorders such as coeliac disease, Crohn's disease and asthma.

"A parasite's survival relies on an ability to interfere with the host's immune response," explained

Associate Professor Alex Loukas from the Queensland Institute of Medical Research (QIMR). "The mechanisms employed to do this are similar to those required by a person to regulate against autoimmune disorders, diseases in which the system turns on itself."

"We suspect when parasites are excluded from the immune mix, as is the case in most Western Societies, some individuals become more susceptible to developing autoimmune disease."

Dr James Daveson from the Princess Alexandra Hospital (PAH) said the research team will recruit a small group of healthy people with coeliac disease, half of whom will be infected with low doses of hookworm larvae that will themselves only cause minor symptoms.

"At the end of the trial, the infected group's immunity will be compared to that of the other group of coeliac subjects not infected with hookworm, before and after receiving a gluten challenge,"

Dr Daveson said. "We aim to test whether the hookworm infection will change the immune processes and suppress gluten sensitivity in people with coeliac disease.

"Our ultimate goal is to identify new ways of inhibiting autoimmunity and improve the quality of life for coeliac sufferers."

The study will be completed within a year of recruitment and people with coeliac disease interested in taking part should contact the research nurse, Di Jones, on 0403 757 141.

The clinical trial is a collaborative project between QIMR, the PAH, the Walter and Eliza Hall Institute in Melbourne, the Anton Breinl Centre at James Cook University and led by Dr John Croese from The Townsville Hospital.



What's On in 2008

May

14 – 16 May Landscape Expo

This trade-only event is aimed at any professional involved in the design, specification, construction and maintenance of public, commercial and residential landscapes.

For more information about the event visit www.etf.com.au

22 – 24 May Queensland Antique Dealers Association Antique & Collectables Fair

Every item at the QADA fair is a genuine antique or quality collectable, with a huge range on show. For almost 40 years, the QADA members have upheld the tradition of saving interesting items especially to sell at the fair.

23 – 25 May

The ANDA Coin, Note and Stamp Shows

Rare Coin, Banknote and Stamp Dealers from all around Australia with more than 60 tables of exhibitions and Dealers keen to buy and sell.

Free Valuations of your collectables by selected dealers.

June

4 – 10 June Queensland Caravan Camping & Touring Holiday Show with the Motorhome & Campervan Show

The overall show will include about 300 exhibitors showcasing the latest travel innovations, services, and destinations, along with informative and entertaining seminars and displays.

The Motorhome and Campervan Show will also run in conjunction with the Caravan & Camping Show, giving visitors two shows for the one low admission price.

Visitors to this year's show will also have the opportunity to win a new Windsor caravan valued at around \$39,000.

For more information about the event visit www.caravanqld.com.au

27 – 29 June Mind Body and Spirit

Australia's largest event for personal growth, natural therapies, alternative healing, self development, spiritual awareness and much more.

For more information about this event visit www.mbsfestival.com.au

July

4 – 6 July Bead & Gems Show

The Bead and Gem show is a great opportunity for enthusiasts to buy their beading supplies at Show prices, and also to see and buy unique, one-off designer jewellery pieces from the Designer Jewellery Showcase.

For more information on this event visit www.exhibitorservices.com.au

9 – 10 July Carex

Free attendance & free workshops ensure exceptional value for all attendees whether from residential, community or acute health/aged care services.

For more information about this event please visit www.totalagedservices.com.au

19 – 20 July TSXPO (Tertiary Studies Expo)

TSXPO is a must-visit event for senior high school students and their parents; mature age students and anyone interested in tertiary and/or post graduate studies. With over 100 exhibitors, an exciting seminar program, and expert advice on the latest in tertiary and post graduate studies, visitors can find everything they need under the one roof.

For more information about the event visit www.tsxpo.org

6 – 12 July Royal Queensland Wine Show

With 3200 wines from all over the nation being officially tasted for the first time in the season, the 2008 Royal Queensland Wine Show (RQWS) is going to be one of the largest events in the Ekka 2008 line up.

Tickets are available for the Gala Dinner Awards Ceremony and public wine tasting events, making the RQWS a perfect opportunity to taste the best wine Australia has to offer.

For more information or to buy tickets visit www.ekka.com.au/wineshow

August

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ekka.com.au

7 – 16 August

The Royal Queensland Show (affectionately known as 'Ekka') is Queensland's largest annual event. With a heritage spanning over 132 years, 'Ekka' is held at Brisbane's RNA Showground's for ten days every August.

Ekka 2008 will run from Thursday 7 August to Saturday 16 August, and will be the 132nd anniversary of the first Show.

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