

SHOWBIZ

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

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magic every time

Vanessa Amorosi, Australian Idol Stan Walker and Katie Noonan to perform at Ekka, *pg.5*

I Love Ekka – check out all the highlights for this year's Show, *pg.4*

We check in with the Royal Queensland Food and Wine Show, *pg.6*

CONTENTS

Message From The President	2
Research Reveals Queensland's Unique Love Of Ekka	3
Ekka 2010 Highlights – I Love Ekka	4
Royal Queensland Food & Wine Show	6
The Grates Return To Australia To Kick Off The Ekka Concert Series	9
Redevelopment Update	11
Tempt Your Tastebuds	12



MESSAGE from the President



In my first Showbiz message as RNA President, a position I am very honoured to hold, I am delighted to have the opportunity to tell you of some of the highlights of the 2010 Royal Queensland Show.

This year marks the 133rd running of our famous Ekka and generations of families have flocked to the Show over all these years and passed their memories on, ensuring that this vibrant event remains a true Queensland experience.

Very soon when the gates open for Ekka 2010, the RNA Showgrounds will be hive of activity featuring approximately 24,000 entries across 28 competition categories.

My fellow RNA Councillors are working enthusiastically, together with our dedicated staff, to maintain the important traditions of their sections, as well as enhancing them to be relevant to our changing times and needs.

The RNA is strongly committed to education and considers it to be one of Ekka's most crucial elements. It is vital that school children understand where their food and fibre comes from and the important role agriculture plays in their everyday lives.

Our program therefore features numerous demonstrations and interactive activities, including the very popular Animal Boulevard.

The newest education competition this year is the *ENERGEX Race Around Ekka*, which has Grade 8 to 10 student film buffs dashing around the Showgrounds trying to encapsulate the sights and sounds of the Show.

Other highlights include the Brisbane City Council Ekka Learning Trail which asks students to consider "sustainability" as they venture on an educational journey around the grounds. Guided by an activity book, the Trail offers 19 interactive points that are designed to be informative, educational and fun.

Recently, the expanded Royal Queensland Food and Wine Show competitions have created great interest and attracted the highest quality produce from across Australia.

From Dairy Produce to Branded Lamb and Beef, to Fine Wine, Olive Oil and Beer, these entries have been appraised by some of the top judges in their fields and will feature in the Woolworths Fresh Food Pavilion during the Ekka.

In just its second year our Student Cheese Competition attracted 90 entries and the judges were highly complimentary of the standard achieved by many of the schools. It was a valuable learning experience for the students.

With more quality food outlets, all the traditional show treats and the exciting hustle and bustle of the Triple M Show Bag Pavilion and Yogo YoGo Alley with its old favourites and newer rides for the more adventurous, there is something for visitors of all ages.

I am also very pleased that commencement of the \$2.9 billion 15 year RNA Showgrounds Redevelopment is a significant step closer, following the recent signing of a Project Development Agreement between the RNA and Lend Lease.

This world class regeneration project most importantly guarantees Ekka remains at the RNA Showgrounds to delight generations to come. It will also mean Ekka will be boosted by improved, upgraded facilities and modern animal pavilions.

Finally, being able to stage Queensland's biggest event would not be possible without the support of our sponsors and nearly 800 volunteers who help make the event a success each year.

I thank them sincerely for their support and I look forward to seeing you all at this year's Ekka.

RESEARCH REVEALS QUEENSLAND'S UNIQUE LOVE OF EKKA

The 2010 Royal Queensland Show, fondly known as the Ekka will feature expanded animal attractions, a smorgasbord of improved culinary delights and unbeatable value packed entertainment, following the findings of special research commissioned by the RNA.

Speaking at the official media launch of the Ekka 2010, RNA Chief Executive Jonathan Tunny said more than 3700 people took part in surveys and focus groups following last year's Ekka.

"The Ekka is the people's event, it belongs to them, it's woven into their history growing up so it was important to the RNA to find out what they thought about Ekka, what Ekka should be and what they wanted to see more of.

"It's critical Ekka delivers what the people want most of and this research allows us to start the ball rolling with this year's Show by maintaining and strengthening those areas which resonate the most and adding suggested improvements."

Mr Tunny said the research revealed Queenslanders have an overwhelming sense of pride and unique generational connection to Ekka, and it was the event's rich traditions, warm community spirit and nostalgic memories which resonated the most.

"For 133 years, generations of families have come together for this unique once a year quintessential Queensland event which unites city and country to form a part of the state's heritage and culture," he said.

Glenn Hardy, partner of research company IER based in Melbourne and research author said rarely had he come across an event with such a strong connection with the community.

"All Queenslanders are touched by Ekka from an early age and it clearly travels with them through their lifetime," Mr Hardy said.

Mr Tunny said it was pleasing the research had importantly found that 75 per cent of those surveyed who attended last year's show believed Ekka was delivering on their desired experience – through the entertainment, animals, fun day out for family and friends, bringing the country and

outback to the city – and overall were satisfied.

"They've also told us they want better food options; and they want to know they're getting value for money when they come through the gate," he said.

Mr Tunny said the research found that in this stressful high tech 24/7 world we live, it was the traditional nature of Ekka people treasured the most – the animals, the ability to spend time with loved ones, the community spirit and genuine fun.



I LOVE EKKA

Here's some of the best entertainment highlights for Ekka 2010 – all included in your Ekka gate ticket.

Don't miss a minute of the fun!

League of Sideshow Superstars

Taking inspiration from the days of travelling freak and fancy shows comes this conglomerate of performers who display superhuman talents, tricks and pain thresholds! Catch these shows daily on the Barry Park Stage down near YoGo Alley.

Pro-Wrestling

Also at the Barry Park Stage and for the first time at Ekka, all the strength, skill and theatrics of pro-wrestling will be on display. Shows on daily at 3pm.

Animal Arena

The brand new animal arena is a stage dedicated to educating Ekka-goers about the finer points and technicalities of Queensland's Primary Industries.

Located in the Sunny Queen Smile Zone, the Arena features live demonstrations and interactive displays on shearing, farriers and blacksmithing, dog discipline, pony grooming and Cbeebies Show with Tara.

Cotton and Wool Parades presented by The Courier-Mail

The popular and legendary Cotton and Wool parades return this year. One of the most iconic traditions of Ekka is back – with a modern twist of course.

Incredibly popular in the 80's and 90's, the Cotton and Wool fashion parades thrilled audiences and firmly entrenched them as one of the top three must see experiences at Ekka. This year high profile designers including: Bora, Darb

Bridal Couture, dogstar, George Wu, Gina Kim, Francis Leon, Karen Neilsen Collection, Maiocchi, Paul Hunt, Pistols at Dawn, Riot, Sacha Drake, Subfusco, Tengdahl, Daniel Alexander Couture, Tulipani and White Sands will be on show. Student designs from Queensland University of Technology (QUT) and Metropolitan South Institute of TAFE (MSIT) will also be featured.

See the parades daily in The Auditorium.

The Shrek Stage Show, 10.30am and 12 noon daily & New McDonald Farm Show, 10am and 11.30am daily

Two fantastic live shows will entertain children in air-conditioned comfort. Head to The Auditorium to join Shrek and Princess Fiona as they celebrate their wedding anniversary; along with Max and Milly for a fun packed, all singing, all dancing Barnyard Boogie.

Auditorium Concert Series

Katie Noonan and The Captains

One of Australia's brightest musical discoveries of the new millennium, Katie Noonan will be charming Ekka audiences with the fresh new sound of a new band, the Captains. This performance will be a highlight of this year's Show. Katie needs little introduction to Australian audiences. Born into a family of talented musicians and writers, Katie explored her talents at the Queensland Conservatorium of Music, studying opera and jazz. In 2002, the group's debut release Polyserena opened at No. 1 on the ARIA albums chart, instantly establishing Katie as a star.

Don't miss this one-time Ekka performance on Friday 13 August at 7pm.

Opera Queensland Young Artists

The best up-and-coming stars of Queensland's opera scene will give Ekka-visitors a high-brow performance. This collection of young emerging artists has been organised by Jason Barry-Smith from the Griffith Conservatorium of Music in South Bank.

Opera Queensland Young Artists will perform at 6pm in The Auditorium on Wednesday 11 August.

Ekka IgNITES presented by B105

At six o'clock it's game on in the ENERGEX Community Arena, as the Ekka's two-hour action-packed night program bursts into life. Take your seats and get ready for Iron Showjumper; Woodchop; Jousting; Ride and Drive; Cowboy Mounted Shooting; Toyota V6 Hi-Lux Hereos presented by Dare; V8 and Drift Car; Monster Truck Mania; Showtime FMX; the National Anthem; and of course the Dairy Farmers Fireworks and Laser Show.



The Cullen Family of Millewa Lodge Showjumping World Cup Qualifier Event

The bar has been raised and the stakes are high in the return of the World Cup Qualifying Showjump Competition to the Ekka. Competing for almost \$5000 in cash and prizes (sponsored by the Cullen family of Millewa Lodge) and the chance to qualify for the World Cup are some of the best-of-the-best horses and their riders from Australia and overseas. World-class entrants including Olympians Ron Easey and Tim Armitrano will be competing in this prestigious event and riding a course designed by international course builder Kevin Hanson. Commentated by Guy Crighton and overseen by EFA officials, for the first time 30 or so competitors will ride "under lights" in the main arena with this high-flying sport kicking off the night time entertainment on People's Day (Wednesday 11th August 2010 from 5pm). Prior to the competition start, the public will be invited to walk the course with Guy to gain an understanding and appreciation for the magnitude of the task undertaken by these talented horsemen and women.



Channel Nine Broadcast Centre

For the second year, Channel Nine will shoot and produce its 6pm News Bulletin live and on location at the Ekka. Over 10 days, the News Bulletin and other Nine programs will be produced from the purpose built Broadcast Centre which overlooks the ENERGEX Community Arena. Ekka visitors will have the opportunity to get an up close look at Ch 9 newsreaders and reporters as well as see the behind the scenes workings of a television station.

National Science Week Pavilion

Engage enquiring minds with an archaeological dig for real fossils that are 100 million years old; talk to a real palaeontologist from Kronosaurus Korner in Richmond Victoria; and dress up like a real scientist and try your hand at lab work at the Queensland Institute of Medical Research stand.

Fashion Workshops Stage

Designated for all things fashion and beauty, this stage has interactive workshops with a focus on the most innovative trends and products available for all ages, body shapes, lifestyles and budgets. Hosted by Australia's own 'Trinny and Susanah', the irrepressible and seriously stylish Lucy Hendricks and Susie McWatt-Forbes, this is where you'll get your beauty fix. Located in the John Reid Pavilion.

VANESSA AMOROSI AND AUSTRALIAN IDOL WINNER STAN WALKER SET TO WOW EKKA AUDIENCES

Widely recognised as one of Australia's most talented vocalists, Vanessa Amorosi will thrill Ekka audiences with her performance on Friday 13 August from 7.30pm on the Barry Park Stage. Vanessa will perform some of her most innovative work to date, and will be supported by Australian Idol winner Stan Walker who will show his home-state what he can do.



It has been an exciting few months for the Royal Queensland Food & Wine Show, with many celebrated culinary identities announcing their involvement as Show and Competition Judges, new Trophies for the Beef Competition and Wine Show, record entries for the Dairy Produce Show Student-made Cheese Class, plus news from the Branded Beef and Lamb competitions, and most recently the Wine Show.

Gold Bonanza at 2010 Wine Show

After five days of judging, the esteemed Phillip John, Chairman of Judges for the Royal Queensland Wine Show for the last nine years, says that fantastic seasonal conditions of the '2009 and 2010 vintages – after a hot drought year in 2008 – is responsible for this year's wine show awarding 113 gold medals, nearly double the number of gold medals awarded last year.

For the first time in the Show's 133 year history a trophy for the best gold medal winning Queensland wine made and produced in Queensland by a Queensland winery was awarded to Ballandean Estate Wines Gen 3 Shiraz 2007. Sponsored by Queensland's own Masters of Wine Andrew Corrigan and

Peter Scudamore-Smith, the Corrigan Scudamore-Smith Trophy represents a great incentive for local producers, and public recognition of the high quality of wine being produced in this state.

With a total of 32 medals at this year's Wine Show, two other trophies were awarded within the Queensland wine industry: The department of Employment, Economic Development and Innovation Trophy for the Queensland Exhibitor gaining the greatest number of points went to Symphony Hill Wines from the Ballandean highlands of the Granite Belt; and the Queensland Wine Press Club Trophy for the most significant contribution by an individual to the Wine Industry in Queensland was awarded to Dr Bill Ryan.

2010 Olive Oil Show back bigger then ever

The 2010 Royal Queensland Food & Wine Show took an exciting new direction for this year's Olive Oil Show held from 12-13 July at the RNA Showgrounds, featuring an industry-leading judging process and table olives in competition for the first time.

Alongside one of the leading figures in the Australian olive industry, Mrs Margi Kirkby, as Chief Judge, the 2010 RQFWS Olive Oil Show was proud to have Nino Zoccali as Guest Judge and the first Olive Oil Ambassador. Nino has been a member of the Australian Olive Association's National Olive Oil Show Judging Panel for five years from 2004 to 2009 and has spent time at the prestigious Mastri Oleari (Olive Oil Masters Guild) in Milan.

High School cheesemakers on showgrounds

A record 90 entries for the Student Made Cheese Class in the 2010 Royal Queensland Food & Wine Show Dairy Produce Show were formally judged and awarded at a special ceremony in the historic Governor's Pavilion in the RNA Showgrounds on Wednesday 2 June 2010.

The first such competition ever conducted in Australia, entries in the National Foods Student Made Cheese – Non Commercial class can be from primary, secondary or tertiary students, with a Trophy for first prize sponsored by The Department of Employment, Economic Development and Innovation (DEEDI) and \$1000 in prize money sponsored by National Foods.





The Winners

First Place and the DEEDI Trophy went to St Aidan's Anglican Girl's School, Corinda – Group E, accepted by teacher Sylvia Hicks, as the girls were studying for exams, remarking that "... We even have students wanting to transfer to Biology now because of the cheesemaking."

Second Place was awarded to Mt St Michael's, Ashgrove – Group MSM 08, accepted by students Mikaela Toze and Allanah Bakker.

Third Place for Dalby South Primary School – Group Cam, what a wonderful result for the only primary school that entered the competition.

Fourth Place went to Sandgate District High School – Group 4b, accepted by students Matt Hickey and Reanna Fogarty.

Fifth Place was awarded to St Aidan's Anglican Girl's School – Group W, accepted by teacher Sylvia Hicks (see above).

Chief Judge of the Dairy Produce Show Russell Smith acknowledged the support of the RNA, and the amount of work it has taken to get so far. "Commercial cheesemakers would be happy to produce the top twenty to thirty cheeses here. In coming years we will have some fabulous cheese coming out of this competition".

Referring to special guest judge the legendary master cheesemaker Ueli Berger from King Island Dairy who had been coaxed out of judging retirement for this one event, Russell said "what Ueli doesn't know about cheesemaking isn't worth knowing."

Ueli later said that "It's great for kids that age to be exposed to where food comes from...we should be doing this nationally. The kids take feedback better than many professional cheesemakers, as they realise that they're still learning, and so can be taught, unlike some professionals with bad habits."

Queensland Beef and Victorian Lamb sizzles as Australia's Best

Australia's best beef and lamb was set sizzling for the Royal Queensland Food & Wine Show (RQF&WS) Branded Lamb and Beef Competitions on Monday 31 May and June 1 2010. Identically prepared cuts of meat were assessed by a selection of celebrated foodies.

Judges for the Branded Beef Competition include Russell Smith, Michael Crowley Manager of Meat Standards Australia (MSA), Brisbane culinary identity Peter Howard, John Kilroy proprietor of Brisbane's award winning steak-centric Cha Cha Char and Jellyfish, with guest foodie Judges including David Pugh of Restaurant Two, Melissa Downes of Brisbane's Channel 9, Javier Codina Chef de Cuisine & Owner Moda and Moda Catering and

Jon Condon editor of respected magazine Queensland Country Life.

Judges for the Branded Lamb Competition include Matt Moran of Aria in Sydney and Brisbane, Fiona Donnelly representing Courier Mail's Queensland Food & Wine Guide, Brisbane Chef and Restaurateur Russell Armstrong of Barolo and Seasalt at Armstrong's, Marilyn Domenech from French favorite Baguette, meat industry figure Michael Crowley Manager of Meat Standards Australia (MSA) and Brisbane culinary identity Peter Howard.

Winners of medals and trophies from competition were announced at an elegant awards presentation on the same Tuesday 1 June in the historical Governor's Pavilion at the RNA Showgrounds, attended by a choice cut of the local food and media industries. MC'd by the renowned local culinary identity Peter Howard, the RNA President Mr Allan Warby OAM and RNA Councillor Mr Angus Adnam introduced the awards and thanked all those who had been involved.

The winner of the inaugural RNA Branded Lamb Competition and the Meat & Livestock Australia (MLA) Branded Lamb MSA and non MSA Trophy is... Sovereign 5 Star Lamb from the Goldfields region of Victoria.

The winner of the John Kilroy Cha Cha Char Champion Branded Beef of Show is...

Stockyard Wagyu from the Darling Downs in Queensland.

The Australian Wagyu Association (AWA) Wagyu Class Trophy was won by... Stockyard Wagyu from the Darling Downs in Queensland.

Top points for the Grain fed MSA Class went to... Stockyard Gold from the Darling Downs in Queensland

The Grass fed MSA Class was won by... King Island Beef from King Island off Tasmania, exhibited by Swift Australia

The Open Class – Non MSA and/or Organic went to...

AACo Grass Fed Beef from Northern Australia.

2010 Dairy Produce Show Awards

Following three days of rigorous judging the winners of medals and trophies from the 2010 Royal Queensland Food & Wine Show Dairy Produce Show were announced – with a strong showing from Queensland – at an elegant awards presentation in the historical Governor's Pavilion at the RNA Showgrounds on 12 May 2010, attended by the cream of the local dairy industry.

Dairy Awards Champions and Most Successful Exhibitors

- The Dairy Australia Grand Champion Dairy Product of Show was King Island Dairy Roaring Forties Blue, which was also awarded the Champion Cheese of Show, while the Most Successful Exhibitor in Cheese went to Brancourt Distributors.
- The Oppenheimer Champion Ice Cream or Gelato of the Show went

to Milano Gelateria for their Ginger Ice Cream, and Serendipity Ice Cream took away the award for Most Successful Ice Cream or Gelato Exhibitor.

- Champion Dairy Dessert or Yoghurt of Show was awarded to King Island Dairy Vanilla Bean Yoghurt, and the Most Successful Exhibitor of Dairy Dessert or Yoghurt was National Foods.
- In Milk and Cream categories, National Foods won Champion of Show with Dare Double Espresso, and received the Most Successful Exhibitor Award.
- Woodside Cheese Wrights led the field in the Buffalo, Goat or Sheep Milk categories, gaining awards for Champion Product for their Woodside Figaro Cheese, and for Most Successful Exhibitor.



Entries swell as Show's profile grows:

After 130 years of competitions, for 2010 the Show received nearly 400 entries from Tasmania, South Australia, Victoria, New South Wales and Queensland – not including 92 entries in the Student cheese class – in classes for dairy products of all kinds.

Angus Adnam Councillor in Charge of the RNA Food and Wine Committee said of the great turn-out for the 2010 Dairy Produce Show: "We are excited and our exhibitors are too as this result shows. It is a tremendous vote of confidence by the industry about the better judging standards and raised profile of the competition. Where most major shows around the country have had a decrease in entries

of 5-10%, our Show has appeared to buck the trend with an increase of nearly 25% in entries for 2010."

Expanding to embrace the diversity and sheer quality of Australia's burgeoning culinary culture, the 2010 Royal Queensland Food & Wine Show will now incorporate:

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Dairy Produce Show – since 1876	10 -12 May
Branded Lamb Competition (New)	31 May
Branded Beef Competition – since 2005	1 June
Royal Queensland Wine Show – since 1876	27 June – 2 July
Olive Oil Show – since 2009	12 and 13 July
Sausage King Competition State Final (New)	8 August
Beer Competition (New)	21 and 22 October

THE GRATES RETURN TO AUSTRALIA TO KICK OFF THE EKKA CONCERT SERIES

Brisbane's favourite trio, **The Grates**, return Down Under after a year-long jaunt to the United States. With Patience's patented high kicks, The Grates will be jump-starting the **Ekka 2010 Concert Series** presented by Triple M and B105 on **Friday 6 August** at the RNA Showgrounds with a one-off performance in their home town of Brisbane.

The Grates will be the first of three very special concerts throughout **Ekka**, with **The Beautiful Girls** entertaining audiences on **Saturday 7 August** and a massive double bill with the Gold Coast's **Operator Please** and Brisbane's own **Yves Klein Blue** headlining on **Saturday 14 August** to finish proceedings with a bang!

The Grates have been living in Brooklyn, New York for nearly a year, writing, demoing and touring throughout the USA and Canada. It's been a while since the ribbon-twirling, dancing darlings have graced a Brisbane stage. With a slew of new songs under their belts, as well as sing-a-long hits sure to get the crowd dancing, The Grates will be announcing their return with bells on. The whirlwind visit will see them depart Australia again to continue writing and recording internationally for their forthcoming, highly-anticipated third album.

The Beautiful Girls' unique blend of rock, folk, reggae, and dub-step makes for some interesting party tunes that have people of all ages and walks of life bopping along to. While their new album "*Spooks*" has received accolades across the nation, the three-piece truly shine when performing live. The Beautiful Girls are touring throughout July and August before heading to the northern hemisphere for a massive US tour. Catch them at Ekka while you can!

Gold Coast indie-popsters **Operator Please** have had a rollercoaster ride since they were discovered as teenagers. With their second album, "*Gloves*", Operator Please shed their youthful inhibitions and have developed

a more mature, refined sound. Having toured the world including Europe, Japan and Australia with a series of gigs that included Glastonbury, Reading & Leeds Festivals and Splendour in The Grass, Operator Please have made a name for themselves in the live arena.

Joining Operator Please in a double-header worth jumping off the dodgems for, local lads **Yves Klein Blue** will have young hearts a-beating. Having ignited the crowd at the recent Go Between Bridge Concert, Yves Klein Blue continue to be a crowd-pleaser. The Brisbane four piece are about to take a break from touring to step into the studio to record the follow-up to their '*Polka*'-led debut, "*Ragged & Ecstatic*".

All these fantastic bands plus many more still to be announced are available for the low price of a day ticket to the Ekka.



EKKA 2010 CONCERT SERIES

presented by Triple M and B105

FRIDAY 6 AUGUST: THE GRATES

Plus Special Guests

The Ekka @ RNA Showgrounds

Tickets available from <http://www.ekka.com.au/tickets/welcome.aspx> for just \$24 for adults, \$18 concession and \$14 for children. ALL AGES event. Entry includes access to rides, showbags and all the fun of Ekka.

SATURDAY 7 AUGUST: THE BEAUTIFUL GIRLS

Plus Special Guests

The Ekka @ RNA Showgrounds

Tickets available from <http://www.ekka.com.au/tickets/welcome.aspx> for just \$24 for adults, \$18 concession and \$14 for children. ALL AGES event. Entry includes access to rides, showbags and all the fun of Ekka.

SATURDAY 14 AUGUST: OPERATOR PLEASE & YVES KLEIN BLUE

DOUBLE BILL

Plus Special Guests

The Ekka @ RNA Showgrounds

Tickets available from <http://www.ekka.com.au/tickets/welcome.aspx> for just \$24 for adults, \$18 concession and \$14 for children. ALL AGES event. Entry includes access to rides, showbags and all the fun of Ekka.

There's nothing like \$\$\$ to motivate students. Prize money on offer for all things Ekka-educational this year is attracting the attention of our most young and talented.

LIGHTS, CAMERA AND THEY'RE OFF...

The ENERGEX Race Around Ekka School Teams Film Competition is a new competition attracting the attention of schools across Queensland. 15 schools will shoot 26 films in just 48 hours, capturing the 'Sights and Sounds' of Ekka 2010.

Designed to demystify the film making process, students will work in small teams to plan, script, perform in, direct, shoot and edit a 60 second film.

The high speed competition, sponsored by ENERGEX, requires students to spend one day at Ekka filming on site, and then 24 hours editing their work before submitting it for judging.

Their films will be judged by an esteemed panel of judges including Associate Professor Geoff Portman, Head of Film, Television and New Media at QUT; Kerry O'Rourke, CEO of QPIX; Shaun Rushby, ENERGEX Corporate Communications Consultant; and Colin Stewart, Vice President of Australian Teachers of Media (QLD).

Films will be assessed on the level of creativity, imagination and resourcefulness; how well the topic is communicated; and the technical quality of the work.

During the filming process, students have exposure to the mentorship of film industry professionals, learn about film techniques, story-telling, team work, time management and creativity.

Provided by ENERGEX Prizes of \$2500, \$1500 and \$1000 will be awarded to the winning schools and the winning entry will be played on the Big Screen in the ENERGEX Community Arena during the evening program of the last Saturday of Show.

OFF THE BEATEN TRACK...

What do Dinosaurs, the Brisbane City Council, Beef Cattle and IKEA have in common? They are all points on the **Brisbane City Council Ekka Learning Trail.**

The Brisbane City Council Trail showcases the educational content of the Royal Queensland Show and forms an integral part of the RNA's commitment to establishing and maintaining a learning environment for school-age children.

This year's trail asks participants to consider "sustainability" as they venture through the educational journey around the Showgrounds. Guided by an Activity Book, the Trail offers 19 interactive points that are designed to be informative, educational and fun.



IKEA A LEADER IN SUSTAINABLE DESIGN

With a focus on sustainability in design, it's fitting that IKEA should be the major sponsor of Ekka's **Education on Show** competition – a traditional competition devoted to acknowledging and showcasing the work done by school students throughout Queensland.

This year sees 800 entries across 26 schools, an increase of 300 percent on last year.

RNA Education Officer Carlee Hay believes the popularity this year is due to interest in the topic of sustainability and design. "Queensland is leading the way in sustainable design and school children are clearly interested."

The IKEA Education on Show competition is wholly aligned with the

principle of school students adopting the role of stewardship for the environment and a sustainable future.

The theme for this year's Education on Show is "Sustainability" – prompting students to realise that the answer for living abundantly on a finite planet lies literally at their feet and all around them. Within this theme are four topic areas that including waste, water, energy and sustainability which have been assigned to be addressed by the different age groups.

Traditional prizes of money and a certificate are awarded to the entries that place First, Second and Third and certificates are also given for Highly Commended and Commended. In addition, four section winners will each receive a \$100 IKEA gift voucher and the Champion School of Show will receive a \$500 IKEA gift voucher.

Not bad for school work!

REDEVELOPMENT UPDATE

RNA redevelopment construction moves a step closer.

Commencement of the \$2.9 billion 15 year Bowen Hills RNA Showgrounds Redevelopment is a significant step closer, following the signing of a Project Development Agreement between the RNA and Lend Lease.

RNA Chief Executive Jonathan Tunny said the agreement paved the way for design to begin on major building upgrades scheduled to start next year.

"A year ago we unveiled plans for this world class exciting regeneration project which most importantly guaranteed Queensland's most beloved event, the annual Ekka, would remain at the RNA Showgrounds, and be boosted by upgraded facilities and modern animal pavilions," he said.

"Rich in traditions, Ekka is a true Queensland icon and this essential redevelopment ensures this wonderful

event will continue to delight generations to come."

Mr Tunny said that while the agreement between the RNA and Lend Lease was being formalised, the RNA had taken the first steps to make way for the redevelopment to ensure it would commence without delay.

"So far only minor works have taken place with the only noticeable difference for visitors to this year's Ekka being the removal of the chair lift and several storerooms," he said.

"Due to the large number of stakeholders and the project's complexity it has been essential to spend the time to ensure the right outcomes will be achieved by all parties involved.

"This agreement means that following this year's Ekka, planning will commence for stage one, including the Industrial Pavilion and Brisbane's largest fresh produce markets, with construction set to start next year."

Mr Tunny said the agreement also meant the RNA Masterplan Development Application will shortly be lodged with the Urban Land Development Authority (ULDA).

"During Ekka, there will be a special display outlining more information on the redevelopment project and we welcome visitors to provide their feedback as part of our ongoing consultation process which started two years ago."

Lend Lease Group Head of Development David Hutton said Lend Lease was very pleased to enter into the formal development agreement with the RNA following its selection as preferred developer last year.

"Today's announcement reinforces our strong working relationship with the RNA and our shared vision for one of Queensland's most iconic sites," Mr Hutton said.



ESPRESSO TO GO

Premium Coffee is available in many locations around the Showgrounds, so if you need a coffee fix to keep you going right through to Ekka IgNITES in the ENERGEX Community Arena, we've got you covered.

Recharge your batteries with **Grinders Coffee** located in both Chillout Zones.

Merlo Coffee is back this year in the Woolworths Fresh Food Pavilion along with **Australian Estate Coffee** and **Michel's Patisserie**. The Royal Queensland Show Deli, also located in this Pavilion, is serving **Giancarlo Coffee** throughout Ekka.

Di Bella Coffee and **Red Rocket Espresso** are located near the Animal Boulevard in Alexandria Street and Animal Arena; and you'll find hot **Genovese Coffee** at Krave located opposite the new Gourmet Harvest precinct. **MAP Coffee** is at two great locations near the RNA administration building and Billy Hyde bandstand, just off Gregory Terrace.

Or relax at the **Coffee Club** located in the John Reid Pavilion on Gregory Terrace.

TEMPT YOUR TASTEBUDS

Food and Ekka go together like peas and carrots.

It's a great showcase of the best produce on offer in Queensland and a tribute to the producers.

At the very first Show in 1876, long tables were set-up for visitors to sit down and eat a selection of dishes. At the end of the meal, you simply walked up to the cash register and told the cashier what you had eaten.

Today at Ekka you'll find a feast of food options from renowned chefs cooking gourmet meals to punnets of fresh strawberries; juicy steaks; and of course fairy floss and Dagwood dogs.

Research commissioned by the RNA to determine what Queenslanders want more of at Ekka, revealed a strong push for better food options. Ekka organisers have responded with a new alfresco dining precinct, fruit carts, chillout zones presented by Grinders (where you can eat your own packed lunch) and a new Seafood and Wine Bar with freshly shucked Coffin Bay Oysters.

Here's a snapshot:

Get your day started with a good coffee

You won't find yourself searching too far for a double espresso to get you through the day. Grinders, Merlo, Di Bella, Red Rocket Espresso, Giancarlo and more are coming to the Show.

The Queensland Country Women's Association

For a hot pot of tea and a gloriously moist piece of marble cake or scones with jam and cream, look no further than the CWA Cafe located under the John MacDonald Stand.

Gourmet Harvest

This exciting new cuisine hub has been created to give Ekka patrons restaurant quality and delicious tasting dishes, at a fraction of the price. Sit down, relax and enjoy the new fresh flavours of Ekka at Gourmet Harvest, including:

Confit Bistro – This year Ekka welcomes renowned chef Jason Pepler, head chef and owner of Confit Bistro. Jason has created his own signature Ekka dishes including an Ekka Prawn Cocktail! You'll also have a choice of cured salmon, crushed potato salad, lemon, capers and rocket (\$11.50); or barbecued spiced lamb salad, roasted sweet potato and hommus (\$11.50); or sautéed calamari, marinated in chilli and garlic with rocket and aioli.

CJ's Pasta – Chefs Christian Gruber and David Cotelli established CJ's Pasta in 1996 and have become well known in Brisbane for their fresh and innovative pastas and sauces.

Sultan's Kitchen – One of Brisbane's original and still the best Indian Gourmet Restaurants, Sultan's Kitchen is looking forward to keeping Ekka visitors warm with its authentic Asian cuisine.

Sate House also joins Gourmet Harvest this year with a delicious Yum Cha delights menu (\$8.50) and a range of Malaysian curries (\$9). You can't go past the Sate House Special – chicken curry served with turmeric rice, potato curry, chicken satay and salad – great value at \$10.

The Coffee Club is serving up delicious Wagyu gourmet pies (\$9); a selection of fresh gourmet sandwiches and wraps (\$7.70); yummy deserts and hot coffee.

Brett's Wharf

Executive Chef Alistair McLeod and his team return to Ekka with their restaurant located in the MEATing Centre presented by AgForce. For ten days in August you can enjoy Alistair's signature dishes right here at the Show.

New Seafood and Wine Bar

Freshly shucked Coffin Bay oysters, freshly smoked salmon (smoked on-site) and a good Sauvignon Blanc await you at the Seafood and Wine Bar located in the Woolworth's Fresh Food Pavilion. Here's a taste:

Serving of Wild Queensland Prawns \$15
Freshly Shucked Odyssey Oysters Coffin Bay 10 for \$24
Hot Smoked Salmon and Salad \$9/12
Hot Smoked Salmon and Salad Roll \$7.50
Hot Smoked Salmon Pasta \$8
Scrambled Eggs with Hot Smoked Salmon \$7.50 (served at breakfast only)

Fresh Fruit and Juice

If it's abundant fresh fruit you want, you should head straight for the Brisbane Markets Agricultural Pavilion. Also at Ekka this year you'll find Boost Juice; Crazy Lemon; Squeeze Me Now; the Citrus Factory; and Sweethearts, waiting to serve up refreshingly good fresh fruit juices.

Also new to Ekka this year are Ekka Fresh Fruit Carts loaded with fresh fruit, water, juices, muesli bars and fruit cups. Located around the Showgrounds.



Fresh Sandwiches

For traditional sandwiches, the Butterboard and Deli Cafe in the Dairy Hall is still a favourite with Ekka goers. You'll also find Subway at Ekka and The Launceston Tram located near Sideshow Alley, will make you a fresh salad sandwich with fillings of your choice. Dairy Farmers famous cheese toasties are back in the Woolworths Fresh Food Pavilion, so you can feed the kids for just \$2.

Traditional Favourites

People travel kilometres to get their hands on a legendary Ekka Strawberry Sundae, only available at the Queensland Royal Show for ten days each August. Fresh strawberries, fresh cream and strawberry and vanilla ice-cream, with another topping of strawberries and cream – YUM \$4.50 this year.

Juicy and tender steaks

Our advice is to follow the cattle producers to see where they go to get their steaks! The Cattlemen's Cafe is a popular spot for a steak sandwich – located smack bang in-between the Cydectin Cattlemen's Bar and the Cattle Pavilion.

The best of local Queensland produce

The Woolworth's Fresh Food Pavilion is still the best place to go to sample some of the most amazing local Queensland produce available – cheeses, olives, strawberries dipped in chocolate, yogurts, gelato, smoked sausages, wine and so, so much more. You could easily spend a few hours in this Pavilion, meeting the producers and tasting their wares.

Royal Queensland Deli

Back by popular demand and double the size this year, the Royal Queensland Show Deli located in the Woolworth's Fresh Food Pavilion will have all the award-winning produce from the Royal Queensland Food and Wine Show competition. From gelato to award-winning Wagyu, this is the best deli in town.

Fancy a cheese platter while watching the Showjumping? Look no further, the Show Royal Queensland Deli Bags presented by Giancarlo are back and available from the Deli. Here's what's inside...

Savoury Sampler - \$25

3 Cheeses (Choose from 4)
Copperpot Dip (Choice of flavours)
Kurrajong Kitchens Lavosh Crisp
Wholemeal Bites
Gourmet Sausages
Giancarlo Coffee (200g)
Madura Tea Sampler
Taboo Hot Chocolate Sample
Cooler Bag

The Nibbler Bag - \$15

2 Cheeses (Choose from 4)
Copperpot Dip (Choice of flavours)
Kurrajong Kitchens Lavosh Crisp
Wholemeal Bites
Cooler Bag



CHILLOUT WITH GRINDERS COFFEE

Why not pack a picnic for the family and relax over lunch at Ekka's new **CHILLOUT ZONES**, proudly sponsored by Grinders Coffee.

Located in two great locations, these shaded self-contained spaces are designed to give families a quieter place to rest between activities. With barista's at the ready, café-style tables and chairs to sit at and free entertainment for the kids – Ekka's Chillout Zones will be a little haven of tranquility.

Located opposite the Brisbane Markets Agricultural Pavilion and in Nestle Peters Enchanted Forest, Ekka Chillout Zones operate between 10am – 5pm daily; with entertainment including: the Dog and Duck Man, Little Green Thumbs, Dreamtime Reptiles and colouring-in stations.

Grinders Coffee

Grinders Coffee, Australia's fastest-growing coffee supplier was established in 1962 in Lygon Street, centre of Melbourne's famous Italian quarter.

With a commitment to quality and service through the use of leading-edge roasting and other coffee technology, our coffee is roasted daily in our state-of-the-art roasting plant in Fairfield, Victoria. Our innovation & development team continue to investigate new technologies and ideas to improve the quality and freshness of our coffee and provide outstanding service to our customers

We pride ourselves on our ability to supply a coffee that's just right for you. Whether it's Fairtrade or Rain Forest Alliance coffee, the Grinders original boutique range or our highly regarded Giancarlo Signature coffee range, our highly trained staff can advise you on all your coffee needs.



Grinders Coffee also provides expert coffee training, with facilities in Melbourne, Sydney & Brisbane to teach the art of the perfect coffee.

Isuzu D-MAX – A Chip Off The Block

Many generations of agricultural workers and farmers would be well aware of the long running reliability of Isuzu diesel products and to enhance that relationship, Queensland based Isuzu UTE Australia is proud to sponsor the *Isuzu D-MAX Woodchop Arena* at this year's Ekka.

With a colourful entrance display including a popular Isuzu D-MAX ute, the *Isuzu D-MAX Woodchop Arena* is sure to stand out and welcome competitors & spectators alike to one of Ekka's toughest and popular annual competitions.

Isuzu D-MAX is increasing in popularity and Isuzu UTE now has 64 dealers nationally, with a number of new facilities being added. Find out more at www.isuzuute.com.au



Heritage Building Society

Heritage Building Society famously puts "People first" in everything we do, and we're happy to continue that tradition at Ekka. Our hospitality staff wearing "People first" shirts will be out in force providing helpful information so you can make the most of your Ekka experience. Watch out for them at three main Ekka entrances and roaming the grounds. Heritage also proudly sponsors the Community Stage, which gives community groups the chance to entertain Ekka visitors free of charge. You can also check out Heritage's giant pink piggy bank "Priscilla", whose hat shows she is definitely in the Ekka spirit.



CBEBBIES

WIN a family pass to EKKA, plus a VIP tour of the CBeebies Animal Walk! CBeebies, a fun and inspiring TV channel for kids, and EKKA would like to give your family the chance to win a fun family day to the show, plus a VIP tour of the CBeebies Animal Walk with presenter, Tara!

ENTER NOW for your chance to win: www.ekka.com.au



Brisbane City Council

Brisbane City Council is the proud sponsor of the 2010 Ekka Learning Trail. The Brisbane City Council Ekka Learning Trail is an interactive learning experience for school children in grades three to 10 and this year's theme is Sustainability. Sustainability is a key focus for Brisbane City Council. Council's 2026 vision is striving towards creating a clean, green city through various initiatives including education programs on reducing energy use and minimising waste, utilising green power sources and ensuring sustainable development. On the Brisbane City Council Ekka Learning Trail will be Council's sustainable house stand, which will demonstrate and inform on ways you can be sustainable at home and what Council is doing to become Australia's most sustainable city. Features of Council's sustainable house display include:

- Displays on where your food comes from and where the waste should go
- A live worm farm and no dig garden demonstrations
- Information sessions on what Council is doing to plan for a growing city
- The Griffith University Green Energy Lab demonstrating how energy is made and used
- Demonstration of the new CityCycle bike, Brisbane's public bike hire scheme.

SignatureBrisbane

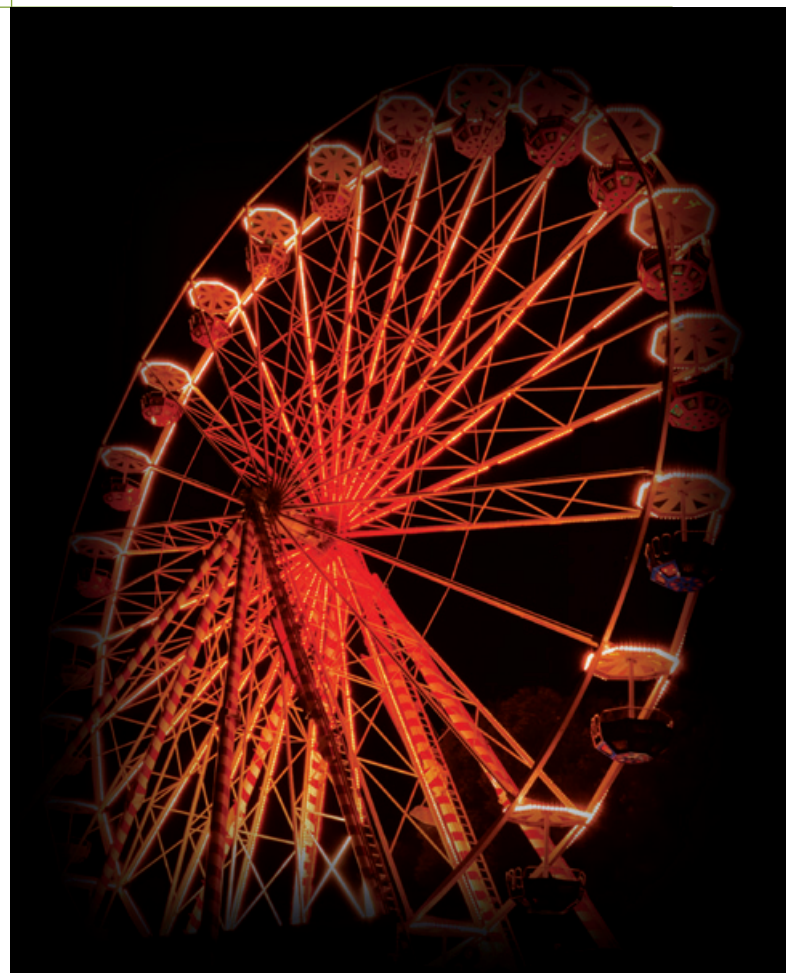
SignatureBrisbane: an exciting initiative fostering the city's artistic and environmental health.

SignatureBrisbane raises funds and distributes them on initiatives including; seed grants to local artists and environmental enthusiasts; the Brisbane Interactive Backyard project at the Brisbane Ekka and Mt Coot-tha Botanical Gardens, showcasing unique concepts where the old garden meets the new, visitors learn how to create the right backyard for their homes; and art exhibitions supporting local artists.

Through fostering and sustaining environmental, cultural and signature projects, SignatureBrisbane contribute to the city's uniqueness for present and future generations to enjoy.

SignatureBrisbane is a not-for-profit organisation and their goals are closely aligned with those of socially responsible organisations and individuals. It is with their support that SignatureBrisbane goals are achieved.

www.signaturebrisbane.com.au





Wake up on the Sunny side



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