

SHOWBIZ

Autumn 2009

RNA SHOWGROUNDS

NEW LEASE ON LIFE UNVEILED

On 13 May the RNA announced the appointment of Lend Lease Development Pty Ltd as its preferred development partner for the \$3 billion master planned redevelopment of the RNA Showgrounds.

The announcement concludes a comprehensive Competitive Bid Process involving Lend Lease Development Pty Ltd and Leighton Properties Pty Ltd. Both parties submitted detailed redevelopment plans and commercial arrangements for the iconic RNA Showgrounds.

Announcing Lend Lease's appointment, RNA Chief Executive Jonathan Tunny said the RNA Showgrounds redevelopment would inject billions into the Queensland economy and create just over 2,000 jobs per annum over the development life of the project.

"Lend Lease did an exceptional job in understanding the RNA's requirements to successfully maintain the Ekka as

well as deliver a new business model for event management in the future.

"The announcement of our development partner is also an announcement of the continuation of the Royal Queensland Show, for at least another century; and affirmation of the RNA's commitment to breathe new life and vitality into Queensland's grand RNA Showgrounds."

Stage One will incorporate a major upgrade of the Industrial Pavilion and provision of modern animal pavilions, replacing the current obsolete facilities. It will also include a substantial investment by Lend Lease in infrastructure, public domain and commercial, retail and residential uses.

"This initial phase will create an outstanding high street within the precinct, including Brisbane's largest inner city produce market which aligns with the RNA's core business and values," said Mr Tunny.

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EKKA 2009
6-15 AUGUST

MESSAGE from the President



Cool winds have signalled the change of seasons and brought the autumn months to a close all too soon.

With 2009 already racing by, I have found it comforting to pause and take stock of what is truly important – family, friends and community.

The announcement in May of the RNA's preferred development partner, Lend Lease, for the \$3 billion redevelopment of the RNA Showgrounds, is great news for the local community and the people of Queensland.

This development is necessary for three main reasons: to ensure the long term viability of the RNA and its facilities; to provide improved revenue streams so funds can be reinvested in the EkkA; and to generate year round, 7-day a week vitality throughout the precinct for use by the community.

For the first time in our history we will literally open up the site for community enjoyment everyday and new facilities will ensure EkkA remains one of the biggest and best events in the world.

I congratulate Lend Lease and look forward to working with them over the next 15 years to deliver a world-class destination, rich in Queensland character and vitality.

In March I had the pleasure of reviewing the progress of the RNA over the past year for the RNA Annual General Meeting and I am pleased to report the outlook is extremely positive.

Earlier this year, the RNA appointed leading academic and business industry consultants to positions on the RNA Council and the RNA Executive Committee.

Councillor Catherine Sinclair, who joined the RNA Council in 2007, will work to strengthen the RNA's business and industry links through her new position on the RNA Executive Committee.

Professor Peter Little, Executive Dean of Queensland University of Technology's Faculty of Business, has been newly elected to the RNA Council and brings considerable experience in both education and business.

I congratulate both Peter and Catherine and look forward to working with them on future RNA projects.

I hope you enjoy reading this edition of Showbiz and I look forward to providing further updates about EkkA and the RNA Redevelopment Project in the coming months.

Dr Vivian Edwards, OAM

RNA SHOWGROUNDS NEW LEASE ON LIFE UNVEILED

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"For the first time in our history, the RNA will open up the site for use everyday by the community and improve connectivity with the Valley and Bowen Hills. Bicycle and pedestrian pathways will provide easy access through the RNA Showgrounds and on to the CBD.

"The development will ensure EkkA remains at the RNA Showgrounds, making Brisbane the only Royal Show in the country to maintain those true country and city links by holding the Show right here at its original inner city location.

"It will also ensure that handlers can continue to stay in close proximity to their prize-winning animals, with a new state-of-the-art large animal facility and a new level of comfort!"

The RNA Showgrounds redevelopment will be the largest initial redevelopment project within the Urban Land Development Authority's (ULDA) Bowen Hills Urban Development Area and represents a close working relationship between the RNA and the recently formed ULDA.

Since the RNA Development Scheme Strategy was officially announced in April 2008, the RNA has undertaken extensive community and stakeholder consultation to gather feedback from the Queensland public.

The RNA will work with Lend Lease to finalise plans for submission to the ULDA to enable development to start.

Beginning immediately following this year's EkkA, the RNA will embark on a 15 year phase of enhancement, creation and recovery of the RNA Showgrounds' facilities.

"But the good news," said Mr Tunny, "EkkA will continue throughout the staged development and become an even better event upon completion."

Queenslanders can find out more by calling **1800 066 053**.

From Left: Lend Lease Chief Operating Officer Asia Pacific and Global Head of Development David Hutton, RNA Chief Executive Jonathan Tunny and RNA President Dr Vivian Edwards.



ENERGEX STORM CHAMPIONS



On 16 November 2008 ENERGEX workers were on alert, awaiting possible deployment to assist the community in dealing with what was to become the worst storm South East Queensland had seen in over a decade.

Stretching from the Gold Coast to Gympie and west to Ipswich and the Lockyer Valley, the storm knocked out power supplies to over 240,000 homes and businesses.

The worst affected areas were in Brisbane's north-western suburbs with more than 650 powerlines, equivalent to 33kms of wire, downed during the storms.

As well as restoring power to the area, ENERGEX assisted residents in the affected suburbs by clearing roadways of debris and fallen trees.

In preparation for future storm alerts, ENERGEX has developed a custom-built vehicle for dispatch to emergency situations. The new mobile 'Command Centre' concept is designed to help control risks during emergency events.

Each new 'Command Centre' will provide a central point of contact for both field crews and the public, disseminating the latest information to the community in times of crisis.

Come and visit the ENERGEX 'Command Centre' which will be on display at Ekka 2009.

For more information on storm proofing your home visit: www.energex.com.au/safety/safety_storm

LITTLE MIRACLES

For many Queensland children, Ekka is the first exposure they have to agriculture, food production and farming. It's the place where city and country come together in a showcase of Queensland industry and lifestyle.

Live animal birthing is something with which country kids are quite familiar. In 2009 the RNA will create the Little Miracles Newborn Corner where lambs will be born during the Show, teaching a new generation of city children about the realities of life.

Facility Manager James Kemp said he expected the facility to be a popular attraction at Ekka 2009.

"Is there anything more natural than birth? These ewes and lambs will be the most precious animals at the Show."

Extra special care and measures are now underway to ensure minimal stress for the mums and their bubs. The purpose built facility will have two pre-birth holding pens, a pre-birth pen, delivery room, post-birth/ICU and nursery.

The air will be filtered in the birthing areas to alleviate the risk of airborne contaminants and Ekka patrons will view the animals through glass to minimise disturbance.

Only three people – two vets and a specialised sheep handler – will be allowed inside the delivery suite, post-birth and ICU facility. "Access will not be granted to anyone else, not even the Prime Minister," said Mr Kemp.

The Little Miracles Newborn Corner will be located in the Sunny Queen Smile Zone at the southern end of the RNA Showgrounds, during Ekka.

News from the Nursery

'Ekka lambs' are being hand fed now to get used to the handler and are eating the same feed as they will receive during the Show.

"We want them to be as familiar and as comfortable as possible with the environment of the Show facility," said Mr Kemp. "The lambs will be assessed and transported well prior to the Show to ensure they are settled and all lambs born at the Show will stay on site until after Ekka closes."

Its fleece as white as snow... little lamb photographed in the RACQ Insurance Animal Nursery during Ekka 2008.



Thoroughbreds – full of spirit, sleek and fast. First bred in the 1600's, native to England and first crossed with Arabian stallions. Characteristics include a fine hair coat, long sloping shoulders, long forearms, lean muscles, powerful haunches and deep wide chest.

2009 EkkA Thoroughbred Day

A SHOW-STOPPER



Courtesy of Narelle Wockner Photography

The 2009 Royal Queensland Show Thoroughbred Day on Tuesday 11 August promises a splendid showcase of thoroughbreds.

Widely regarded as the premier thoroughbred judging competition in Australia, EkkA's Thoroughbred Day offers \$66,000 worth of prizes across eight categories including Champion Thoroughbred Gelding, Champion Thoroughbred Mare, Best Two Year Old Thoroughbred Exhibit, Champion Thoroughbred Stallion and the hotly contested Best Dressed Strapper competition for men and women.



Champion thoroughbred Stallion on show, courtesy of Narelle Wockner Photography.

THE JUDGE

Leading thoroughbred trainer and a multiple Queensland premierships winner, Jason McLachlan is looking forward to judging thoroughbreds at the Royal Queensland Show for the first time in 2009.

Jason is riding on a wave of success this year with his horse Phelan Ready who won the Gold Coast's Magic Millions in January, followed closely by

the world's richest two-year-old race in April – the \$3.5 million AAMI Golden Slipper Stakes at Rosehill.

"As a Queenslander, it is a great honour to judge the Thoroughbred Day competition at EkkA. I don't want to give too much away, but I will be assessing a variety of factors including the horses' conformation, or physical makeup, their presentation and the way they move," Mr McLachlan explained.

SHOW-STOPPING STYLE

Race-wear continues to attract as much attention as the horses at events across the nation and this year's Thoroughbred Day Best Dressed Strapper Competition for women and men, promises an array of fabulous fashions.

One of Australia's most respected and dedicated hair talents, Joh Bailey, will be judging this year's Best Dressed Strapper competition. Joh will be looking for style, originality and attention to detail, as well as appropriateness of the outfit for race day.

According to style doyenne and founder of istylefashion.com.au

Di Cant, this year's fashions on the field are all about elegance and a more coordinated look with a big hint of fun.

"Remember the essential elements – beautiful hair, well-fitted outfit, hat or hair piece, gorgeous shoes and bag, jewellery, a big smile and great deportment. Thoroughbred Day is a daytime event so dressing for a night on the town is not the way to go. Avoid anything that glitters, shimmers or is too revealing," she said.

"Colour is big this season, so consider an outfit with bold block colours topped off with stylish embellishments that make a statement."

A ROYAL BREED

According to Kevin Dixon owner and manager of Racetree Thoroughbred Stud, racing is a noble sport that has existed throughout time in every country. As Chairman of the newly formed Brisbane Racing Club, Mr Dixon is well aware of the splendour of the industry.

"It is exciting, fast and stylish. While thoroughbreds dominate the racing industry in Australia, it is clear they can also achieve great success off the track as evidenced through EkkA's thoroughbred classes," Mr Dixon explained.

"Events like Thoroughbred Day, give thoroughbred owners something different and challenging to be involved in.

Preparing a horse for the races doesn't necessarily have anything to do with its physical appearance and conformity. You could take the ugliest horse in the world to the races and it could win.

"Over the years, I've noticed many people preparing horses for Show: they may be involved in races worth hundreds of thousands of dollars, but they get just as great a thrill preparing their horse for Thoroughbred Day. A blue ribbon will mean as much or more than a win at the track on a Saturday.

"Competitions, like this one, play an important role in giving industry members something enjoyable to focus on and help to keep interest and participation levels high," Mr Dixon said.

THE SPORT OF KINGS

Racing occupies a central place in Queensland's economy and society. More than 249,000 Australians participate in the thoroughbred racing industry servicing in excess of 5 million customers.

The range of people making their livelihood wholly or in part through the racing industry is significant and includes jockeys, trainers, stable hands, bookmakers, veterinarians, scientists, farmers, breeders, stock agents, farriers, stewards and many more in support roles.

According to industry research, the Australian thoroughbred racing industry is a major business and one of the mainstays of the economic base of regional Australia. The non-metropolitan regions have about one-third of Australia's population and Australian racing is one of their significant driving forces. About 49 per cent (\$3.8 billion) of the gross economic impact from the thoroughbred racing industry is generated in regional areas.

Offering over \$66,000 worth of prizes Thoroughbred Day celebrates excellence in Queensland's equine industry.



LIFE BEYOND RACING

While it is fairly safe to say all thoroughbreds are bred with racing in mind, around one third of the breed end up in the leisure horse industry, according to Thoroughbred Day 2009 Steward David Chester.

Mr Chester said it is not uncommon to encounter thoroughbreds who have retired into the leisure industry or entered directly into this arena due to a temperament unsuitable for racing.

"The thoroughbreds not involved in the racing industry are often deployed into showjumping arenas, polo games, general riding activities – the hacks and various other areas," Mr Chester said.

"While the leisure horse industry makes a much smaller contribution to the economy, it is still a significant part of the thoroughbred industry."



Hardy Brothers Jewellers Fashions on the Field winner, Laura Flynn, photographed trackside on Doomben Cup Day 2008.

THOROUGHBRED DAY – A RETROSPECTIVE

After growing up with horses, spending 30 years with the Queensland Turf Club (QTC), share-owning and owning over 80 horses including several champions, and serving as the EkkA Ringmaster from the 1950s to the 1980s, Charles "Big Bill" Edwards CBE was inspired to establish Thoroughbred Day as part of the EkkA.

His son Dr Vivian Edwards OAM, who continues the family legacy in his role as RNA Council President, said since its inception and still to this very day, EkkA Thoroughbred Day remained the largest event of its kind in all of Australia.

"When my father established Thoroughbred Day it garnered phenomenal support and became a huge success very quickly," Dr Edwards said.

"Through his connections, my father was able to attract significant interest from the racing industry, particularly from trainers who brought along their top thoroughbreds to compete.

"EkkA Thoroughbred Day still provides a very important platform for trainers to not only showcase their horses but also an opportunity to on-sell their thoroughbreds."

Dr Edwards said initially the competition was exclusively for race horses, but competing rights were extended to non-racing thoroughbreds almost two decades ago.



The heavy vehicle industry is not letting the global financial crisis stand in its way, courtesy of Madden Advertising 2009.

Ever Eventful:

BRISBANE TRUCK SHOW KEEPS ON TRUCKIN!

The heavy vehicle industry and its peak body, the Commercial Vehicle Industry Association of Queensland (CVIAQ), are not letting the global financial crisis stand in their way.

The 2009 Queensland Truck and Machinery Show held at the RNA Showgrounds in May broke a number of records according to CVIAQ Chief Executive Officer Brett Wright.

“Despite the current economic climate, this year’s event was one of the biggest with 35,896 visitors and over 340 exhibitors attending the show,” said Mr Wright.

“This is an outstanding result and an overwhelming vote of confidence in the show by the commercial vehicle and earthmoving industries.

“What is more impressive is not only have we maintained the highest level of manufacturer support of any show in Australia, this year some exhibitors increased their display space including

Kenworth/DAF, Western Star/MAN, Scania, MaxiTrans, Tefco and Allison Transmissions, to name just a few. On the earthmoving side every one of the big manufacturers was present and some new names as well, including Atlas Copco and Terex.

“We believe the Federal Government’s 30 per cent Investment Allowance also helped to boost visitor interest and attendance as it must be taken up by 30 June,” explained Mr Wright.

The Federal Government’s Economic Stimulus package is an investment allowance that provides a 30 per cent tax deduction for the purchase of capital equipment or recapitalisation expenditure, provided it is ordered before 30 June 2009.

The Queensland Truck and Machinery Show is Australia’s premier truck show and the largest event of its kind in the Southern Hemisphere. It is the only industry-owned and run event of its type where all proceeds are reinvested in the commercial vehicle industry.

A BACKYARD CULTURE

How have our backyards changed over the years? From growing vegetables and tending chickens to barbecuing with fresh herbs from the garden, Brisbane’s backyard culture will be one topic of interest at this year’s Royal Queensland Show.

SignatureBrisbane, a new Ekka sponsor, will create a glorious interactive outdoor backyard garden for children to explore, while mum and dad learn about agriculture in their own backyard.

An initiative of City of Brisbane Arts and Environment Limited, SignatureBrisbane aims to initiate and foster cultural and environmental signature concepts and projects unique to the greater Brisbane area. This exciting initiative boosts the personality of the city by promoting the characteristics that make Brisbane unique.

The RNA welcomes SignatureBrisbane to the Ekka 2009 team.

Courtesy of Nicholas O'Donnell



BRISBANE'S 'SIGNATURE' SOWN WITH SEED GRANTS

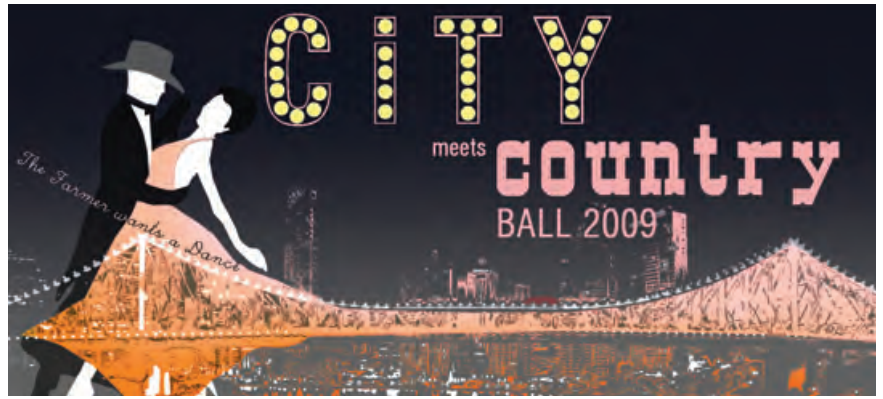


SignatureBrisbane Chairman, Dr Darryl Low Choy presents a 2008 SignatureBrisbane Seed Grant at the Aspley Special School.

SignatureBrisbane is an exciting initiative boosting the personality of the city by promoting the characteristics that make it unique and benefitting residents through the increased attention paid to Brisbane's artistic and environmental health. Last year the SignatureBrisbane Seed Grants fielded numerous fantastic applications ranging from innovative, community based projects to artistic and environmental visions.

Aspley Special School won their grant with a Sensory and Cultural Garden project. The garden will feature sound poles, a range of musical equipment, mosaics and ceramic pots. Their aim is to increase community awareness of the garden, create a stimulating sensory learning area and maintain their own sustainable and creative environment.

Dr Cathy Keys' project was entitled SILT, and involved the research, development and public exhibition of an installation of ceramic sculptures concerned with mangrove colonies found on the inner-city mud banks of the Brisbane River. Cathy, an accomplished artist, aims to raise public awareness of the importance of mangrove forests throughout the Greater Brisbane region.



The farmer

WANTS A DANCE

The *City Meets Country Ball* is the result of a proud partnership between the RNA's Future Directions Committee and the Lord Mayor's Community Trust.

After a highly successful premiere in 2008, this elegant and fun-filled ball returns to Brisbane City Hall's Main Auditorium on Saturday 8 August 2009.

Hosted by the Lord Mayor and Lady Mayoress of Brisbane, the event will raise funds for both city and rural causes. Last year's donation recipients included *Beyond Blue* and *Stock Up For Hope*.

A ticket to the ball will include an evening of entertainment featuring the ever popular Wolverines country music band, a three course dinner, beer, wine, soft drinks and a chance to win exciting prizes. A spirits cash bar will also be available.

This ball has been created to bring together the city and the country in an environment that celebrates Queensland's rural and urban communities. It's an event not to miss during Ekka 2009!

RNA Ticket Giveaway:

The RNA has purchased two tickets to the *City Meets Country Ball!* Tell us which five celebrities you would include on your dance card for your chance to win a wonderful night on the RNA. Email your name, address, phone number and answer to giveaways@Ekka.com.au. Be sure to include the phrase 'The City Meets Country Ball' as the subject of the email. Competition closes Friday 3 July 2009.



FLEECE & BALE

Australia's agrisector has been dressing (and under-dressing) people all over the world for decades through the production of wool and cotton.



(Top) Cotton crops at sunset and (bottom right) cotton picker at dusk, courtesy of Queensland Cotton.

Cotton creations

Almost pure cellulose, cotton is the world's most widely used natural fibre and still a leader in the global textiles industry.

An estimated 60 per cent of cotton fibre is used as yarn and threads in a wide range of clothing, most notably in shirts and jeans. Cotton is used to make home furnishings and is the most commonly used fibre in sheets and towels.

Other specialty materials include cotton wool, compresses, gauze bandages and industrial products such as bookbindings, industrial thread and tarpaulins. Cotton and its by-products are sometimes used in the production of bank notes, margarine, rubber and feed for livestock.

In 2006 the world's main cotton exporters were the USA, India, Uzbekistan and Australia, with cotton being one of Australia's highest rural export earners.

The recent decline in cotton's market share is primarily a result of increasingly competitive synthetic fibre prices, particularly in developing countries. The world price of cotton is dependent on a number of factors including the state of the world economy, agricultural politics, fashion trends, synthetic fibre price, weather, natural disasters and cotton's own supply and demand.

With the majority of Australian wool and cotton exported overseas for manufacturing, there is significant marketing to attract designers and manufacturers to the superior Australian products.

This year, support for these products has been harnessed on a global scale with 2009 the United Nations International Year of Natural Fibres.



The aim is to raise the profile of these fibres and to emphasise their value to consumers while helping to sustain the incomes of the farmers.

Since the 1960s, the use of synthetic fibres has increased. Producers and processors of natural fibres increasingly face the challenge of developing and maintaining markets to compete effectively with synthetics. In some cases, this has involved defining and promoting market niches.

In the home and around the globe

Australian cotton has a solid reputation worldwide for consistent qualities with virtually no contamination. Australian cotton being 'fine' cotton is used for making garments that are towards the top of the quality and cost scale.

Japan was the original major market for Australian cotton with over half used in high quality combed yarns that are knitted, going into high quality sports shirts and underwear. Virtually all knitted garments produced in Japan contain Australian cotton.

Queensland Cotton's Bob Dall'Alba said Australian cotton has been and must continue to be a niche player attracting suitable premiums to survive.

"It occupies this niche because of its specialised characteristics and the services we can provide in this country, like low contamination, short shipment duration and on-time delivery," Mr Dall'Alba said.

"If you consider any significant inventions or new technology in the past 20 years, the breakthrough was probably not in response to requests from a customer. This goes to show new technology can fulfil a need the customer does not yet know he has.

"Our customers will not necessarily guide us towards producing cotton that they will require or use in the future, therefore it is up to us to create this new product niche. I believe that superior products create their own markets. We therefore need to continue improving our Australian cotton while not sacrificing yield," he said.



Wonderful wool

Limited supply and exceptional characteristics have made wool the world's premier textile fibre. Wool is a multifunctional fibre with a range of diameters that make it suitable for clothing, household fabrics and technical textiles. Fabrics made from wool have greater bulk than other textiles, providing better insulation, resilience, elasticity and durability.

Wool is produced in about 100 countries on half a million farms. Major producers are Australia, Argentina, China, India, the Islamic Republic of Iran, New Zealand, Russia, South Africa, United Kingdom and Uruguay. Australia leads the way, providing one fifth of the world's annual wool production. An estimated 50 per cent of wool, both raw and partially processed, is exported to major textile centres in other countries to be spun and woven with China being the number one importer of raw wool, followed by Italy.

Wool's ability to absorb and release moisture makes woollen garments comfortable as well as warm. Two thirds of wool is used in the manufacture of garments; and when blended with other natural or synthetic fibres, wool adds drape and crease resistance.

Slightly less than a third of wool goes into the manufacture of blankets, anti-static and noise-absorbing carpets and durable upholstery (wool's inherent resistance to flame and heat makes it one of the safest of all household textiles). Industrial uses of wool include sheets of bonded coarse wool used for thermal and acoustic insulation in

home construction, as well as pads for soaking up oil spills.

Fresh fashion fibres

When it comes to marketing wool, Australian Merino has made its mark with labels and designers both in Australia and abroad.

This year Paris Fashion Week provided Australian brand Jemala with the opportunity to promote their ultrafine Merino shawls by gifting them to A-list celebrities attending a celebration for designer Alexander Wang.

Director of Jemala, Ian Gill, said the decision to partner with a young designer like Alexander Wang was not only good for Jemala, but good for Australian wool growers.

"Raising the profile of superfine and extrafine Australian Merino fibre by promoting it to emerging and established designers is a powerful and logical starting point," Mr Gill said.

For the past year Australian label Gorman has been actively promoting their development and use of innovative organic fabrics, such as an Australian organic wool product which is produced in conjunction with The Merino Company.

A number of Australia's peak wool industry bodies have made concerted efforts to support the fashion design industry, particularly the early career development of designers. In turn, many designers' select wool as their fibre of choice.

"Educating designers on what wool blends are available and the various applications of this product, has



enormous advantages for the industry," an Australian Wool Innovation Limited spokesman said. "This marketing approach is all about creating demand for wool in the apparel sectors."

The natural performance of Australian Merino wool has taken a convenient new twist thanks to revolutionary MerinoFresh technology which allows woven Merino wool clothing products to be refreshed or cleaned by simply using a domestic shower. Last month MerinoFresh technology was named one of Australia's top 100 innovations in the inaugural 'SMART 100' index.

The RNA has thrown their support behind established local labels and up-and-coming designers, who incorporate natural fibres into their collections, through the popular Coffee Club Parades during the Ekka. Participating designers are urged to place an emphasis on cotton and wool fibres for their runway creations showcased to Queensland's leading fashionistas and the general public attending the Parades.



Gorman's new product line incorporates innovative Australian technology and organic natural fibres. Photographers Christopher Morris (right) and Ben Glezer (middle), images courtesy of Gorman Industries Pty Ltd.

New RNA Partnership

SHOWCASES RURAL CAREERS

The RNA recently confirmed a new partnership with the Queensland office of the Australian Institute of Management (AIM) to promote AIM's Management Excellence Awards.

Recognised as Queensland's most prestigious business awards program, the Management Excellence Awards has a demonstrated track record in identifying the State's outstanding and respected leaders.

One of four categories to be recognised in 2009 is the Rural/Remote Manager of the Year. Entries in this category include Queensland's most inspiring rural leaders who have delivered business results despite the challenges they face due to geographic location.

Carolyn Barker AM, AIM's Chief Executive Officer, looks forward to recognising Queensland's remote/rural business leaders from a range of industries.



All business people, managers or owner-managers who live and work at least 75 kilometres outside a provincial city in which AIM has a presence, are eligible to be nominated for this award.

AIM's Chief Executive Officer Carolyn Barker said AIM was thrilled to be working with the RNA.

"The RNA and Ekka have been an integral part of Queensland life for many years. We are looking forward to working together to recognise rural Queensland's business leaders from a wide range of industries," said Ms Barker.

RNA Chief Executive Jonathan Tunny said he was looking forward to participating in the search for Queensland's top performers.

"I encourage Queenslanders to think of a rural manager who inspires them and nominate that person," said Mr Tunny.

RNA members can support the 2009 Management Excellence Awards program, especially the Rural/Remote Manager category, in the following ways:

- Promote the awards and call for nominations from your contact base.
- Leverage your business networks, associations and partnerships to generate nominations.
- Encourage managers within local government to nominate or nominate others they know.

To recognise a rural/remote leader, nominate by Monday 15 June 2009 or visit:

www.managementawards.com.au

Spotlight on the RNA SHOWGROUNDS' MAIN ARENA



Brisbane debuted as a Test venue with the first match of the 1928/1929 Ashes Series played on the RNA Showgrounds' Main Arena. This match also marked Donald Bradman's debut.

In 1935 the RNA paid £1,850 to install six light towers around the Main Arena, enabling it to hold evening events.

These original towers remained until 2009 when the RNA began the demolition process, making way for new towers with a 40 per cent higher illumination level.

RNA Chief Executive Jonathan Tunny said the Main Arena night program would be well and truly in the spotlight this year with new lighting towers up and ready for Ekka 2009.

"The RNA will now aim to attract more evening events outside of Showtime, including more corporate sporting events," he said.

"The lighting towers coupled with the level playing surface of the new Main Arena, constructed in 2007, brings us one step closer to achieving that."

PROUD OF OUR BEEF



There's nothing better than a succulent steak, especially when you know it was born, bred and processed in Queensland.

One of the state's leading beef businessmen and President of the Santa Gertrudis Association, Graeme Acton, believes Queensland's beef is world class; and he should know, beef cattle is in his blood.

A fourth generation cattleman, Graeme is Managing Director of Acton Super Beef and Acton Land & Cattle Company. Together with his brother Evan and their extended families, Graeme runs 180,000 head of top quality Santa Gertrudis, Brahman, Charolais and Angus cattle over approximately 4 million acres. Over 500 head per week are processed for their prime beef brand Acton Super Beef, which is sold domestically and overseas.

Graeme, who has attended EkKA for decades, said the industry eagerly awaits the Royal Queensland Show's Combined Beef competition each year. "It's a special time of the year, when country folk travel to the city for 10 days of fierce competition and the opportunity to showcase their pride and joy: their cattle.

"EkKA is a great venue for the state's agricultural industries to showcase their products to the wider community.

It's a chance to demonstrate and swap our latest technologies and advancements, to forge connections with interstate and international markets and to take time out from heavy workloads at home and enjoy some camaraderie with other rural producers.

"It is a significant educational forum for our primary, secondary and tertiary students, giving them unique opportunities to see, touch and feel – all the while learning more about Queensland's agricultural industries. And, importantly, it provides producers with the opportunity to benchmark their products with others in the industry," explained Mr Acton.

"The beef cattle industry has experienced tough times over the past 10 to 15 years with one of the worst droughts in history. But I am confident we are heading towards a brighter period with rainfall patterns becoming more consistent and better dispersed throughout the year.

"Presently, I believe the biggest challenge for cattle producers is to balance their inputs and their outputs. The cost of production is rapidly increasing however the price we can achieve for our products is not increasing at the same rate.

"Internationally, we are known for our clean and green products and our reputation is second to none. But locally our costs are significantly higher than those in international markets. As a priority we need to consult and work with government to ensure they don't impose unnecessary controls on the industry which add further costs," said Mr Acton.

The Royal Queensland Show is the country's premier annual show of Stud and Prime Beef Cattle. Each year it accommodates more than 2,000 head of cattle, and provides exhibitors, breeders, feed lot owners and manufacturers with the opportunity to celebrate the industry's strength and diversity.

Beefed Up

Queensland is Australia's main producer and exporter of beef.

Each year Queensland exports \$3.3 billion in high-quality beef products.

The beef industry employs more than 20,000 people directly and supports more than 8,000 jobs in the meat processing industry.

By 2012 Australian beef production is expected to reach 2.38 million tonnes.

World-class research, development and production practices have kept Queensland's beef free from many of the world's most serious bovine diseases, making our beef products among the world's safest.

Graeme riding in the Longreach Muster held at the Stockman's Hall of Fame, 2008.



Library Acquires

EkkA IMAGE SERIES

Internationally acclaimed artist William Robinson AO attended EkkA in 2007 to create a series of sketches recently acquired by the State Library of Queensland's John Oxley Library.

Louise Denoon, Acting Executive Manager for Heritage Collections at the State Library of Queensland, said Robinson's series was chosen because it captured an integral part of Queensland's culture.

"The pieces have captured a sense of contemporary culture meeting with concepts of Queensland's heritage, while portraying beautiful characters in their element at EkkA", said Ms Denoon.

William Robinson attended EkkA for a number of days and worked for over a month to capture Queensland's biggest event within the detailed and character driven sketches.

"It was like going on an adventure which was previously only remembered in dreams. I had not been to EkkA for many years, but when I returned memories of my childhood came flooding back," he said.

Celebrating its 75th Anniversary, the John Oxley Library contains an array of EkkA heritage items including archival information, images and other primary sources collected since the RNA's inception in 1875.

From top: William Robinson's sketches, EkkA 4 (from the EkkA Series 1- 20, 2007). John Oxley Library, State Library of Queensland Acc. (8149/4)



TWITTER EXPLAINED

Just when you thought you had mastered MySpace and Facebook – along comes Twitter, a micro-blogging platform that offers you the ability to send messages (tweets) of 140 characters – not 140 words.

The idea is that you post a message on Twitter to let everyone who is 'following' you know what you are doing. In simple terms, people choose to 'follow' you and then get a news feed of your tweets.

The RNA marketing department recently created a Twitter profile for EkkA 2009. The following fast facts explain just how simple it is to create a Twitter profile for an individual or a business.

Tweet:

The term tweet is used to describe a post on Twitter. A limit of 140 characters per tweet applies to all Twitter posts. It is not considered good form to broadcast numerous tweets in the space of a few minutes. Keeping within the constraints of the site and tweeting regularly throughout the day is the best way to get noticed.

Create a Profile:

When visiting the Twitter homepage follow the prompts to 'Get Started' and join. Make a company profile stand out with a branded background image.

Visit: www.twitter.com

Finding People:

Over 7 million people have a Twitter profile. Click on the link at the top of the page that says 'Find People' and search for friends, family, celebrities, business contacts, politicians and other interesting twitterati.



Visit www.twitter.com/EkkA_2009 to follow EkkA on Twitter.

'Follower', 'following' or both:

If Jane is 'following' EkkA_2009, our updates appear in Jane's feed. Jane will also appear in EkkA_2009's 'followers' list. To read Jane's tweets, EkkA_2009 must be 'following' her.

Getting Social:

While a great deal of commercial activity occurs on Twitter, the major benefit of the site is social networking. It has been suggested social tweets should equal (if not exceed) the number of commercial tweets to achieve ideal corporate communication with a Twitter audience.

Queensland's Prominent Twitter Profiles:

EkkA – EkkA_2009
Nova's Meshel Laurie – Meshel_Laurie
Ourbrisbane.com – ourbrisbane
Premier Anna Bligh – Premier_Bligh
Queen Street Mall – queenstreetmall
The Courier-Mail – cmail
Tourism Queensland – Queensland

Visit: www.twitterholic.com for an up to date list of Twitter's top 100 users.

Search for these key terms:

Tweet Deck
Tiny URL
Reciprocal Following

IN YOUR OWN BACKYARD

They are red, juicy, available all year round and *oh so versatile*. Why not grow your own vine-ripened tomatoes for the best tasting bruschetta? Here's how...

BRILLIANT BRUSCHETTA

By Alison Alexander

The essential ingredients for brilliant bruschetta include: ciabatta bread, vine-ripened tomatoes and fresh basil.

Ingredients (per person):

2 vine-ripened tomatoes, preferably Roma type, chopped
½ small red salad onion, very finely diced
1 hot red chilli, seeds removed, very finely chopped
6 large fresh basil leaves, torn into pieces
1 heaped tablespoon feta
sea salt
freshly ground black pepper
2 slices ciabatta bread
extra virgin olive oil
1 clove garlic, cut in half

Method:

Combine tomatoes, onion, chilli, basil, feta and seasoning and toss gently in a bowl to combine.

Toast the ciabatta and while hot brush with olive oil and rub with the fresh garlic. Place ciabatta on a serving plate and using a slotted spoon place the tomato mixture on top. Drizzle lightly with olive oil and serve immediately.

Alison Alexander is a master chef and will again be presenting from EkkA's Taste of Queensland Stage in the Woolworths Fresh Food Pavilion.

Brought to you by



TERRIFIC TOMATOES

By Colin Campbell

Nothing beats the flavour of fresh tomatoes picked ripe from the vine. Tasting the fruits of your labour can also be a rewarding experience.

In Queensland it is possible to grow tomatoes through winter.

To avoid frost damage, plant the tomato bush in a container which can be moved to protected locations or into a glasshouse.

Consult Colin's new book, **Garden Talk** (to be released later in the year) for more great gardening tips.

For planting in a pot:

Look for potting mix displaying the red set of Australian standards marks (ticks).

To receive this marking, the potting mix will have passed a series of stringent Australian standards tests.

Select a large pot or container and make sure the tomato bush has room to grow.

For planting in the ground:

Work the soil to a fine tilth.

Tomatoes are tolerant of quite acidic soils, but it is a good idea to apply a couple of hundred grams of *Dolomite* to a square metre of soil about four to six weeks before planting if the pH level is below pH6.0.

This will ensure a ready supply of calcium is available to prevent the occurrence of the disorder known as 'blossom end rot'.

For both:

Work either a mixture of 90% blood and bone fertiliser and 10% sulphate of potash or a specially formulated tomato fertiliser into the soil before planting the bush.

Once the tomatoes are established and growing well, a liquid feed with a soluble fertiliser, such as *Thrive for Fruit and Flowers*, will help produce more flowers and as a result more fruit.

Pests and diseases can be controlled by dusting the plant regularly with a good quality tomato dust, but ensure the tomato dust contains the active ingredient Spinosad, which is appropriate for edible plants.

Queensland crop:

The best tomato varieties to grow in Queensland include *Grosse Lisse*, *Beefsteak* or *Bullocks Heart*.

What's On

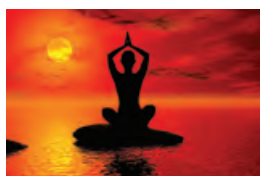
June

Mind Body Spirit Festival

26 – 28 June 2009

The Mind Body Spirit Festival is Australia's largest event for personal growth, natural therapies, alternative healing, self development, spiritual awareness and much more. It offers visitors the chance to explore lifestyle changes, indulge in organic vitamins and skincare, jewellery, clothing, crystals, tactile body therapies, astrology, meditation and heaps more. Visitors can also try one of the Festival's 40 free seminars and enjoy the free performance stage. Whatever your interests, you will certainly find lots to explore, have heaps of fun, a laugh and find great ideas to better understand your personal and spiritual wellbeing.

For more information or to purchase tickets visit:
www.mbsfestival.com.au



Tertiary Studies Expo [TSXPO]

18 – 19 July 2009

TSXPO is an exciting event for anyone seeking to explore their tertiary studies, training and career options. Now in its 28th year, TSXPO is Australia's largest tertiary studies expo and an invaluable event for all senior school students, parents, mature age and prospective post-graduate students as well as career seekers. You can find over 100 exhibitors from around Australia and overseas including universities, private education colleges, TAFE, Defence Forces, student support services, as well as graduate employers and government agencies recruiting for graduate placements. Admission is free!

For all event, seminar and competition details visit:
www.tsxpo.org



July

Brisbane Bead and Gem Show

3 – 5 July 2009

Australia's only dedicated beading and jewellery design show where wearable art comes to life.

Featured will be:

Daily workshops

Free demonstrations

New product area

Buy from Australia's best beading and jewellery suppliers, all under one roof for your shopping enjoyment.

For further information:
www.beadandgemshow.com.au



August

City Meets Country Ball 2009

Saturday 8 August 2009

Brisbane City Hall will spring to life during Ekka with the return of the *City Meets Country Ball*. Featuring The Wolverines and a full evening of entertainment, your ticket will also include a three course dinner, beer, wine, soft drinks plus a chance to win exciting prizes. A spirits cash bar will also be available.

Early Bird Tickets – \$155 (limited numbers)

Ball Tickets – \$175

Resulting from a proud partnership between the RNA's Future Directions Committee and the Lord Mayor's Community Trust, the ball will help to raise funds for both city and rural causes.

For more information or to purchase tickets email:
lmct@brisbane.qld.gov.au



What's On

August

Ekka 6 – 15 August 2009

Fun, fresh and forever changing - Ekka is back and better than ever in 2009. This year's Royal Queensland Show will have a strong focus on promoting the importance of agriculture, food production and farming in day to day life. There will be an array of fun and insightful education programs for families, including a celebration of Brisbane's backyard culture at the Signature Brisbane interactive Backyard Display and lambs being born into the world at the Little Miracles Newborn Corner.

For more information or to purchase tickets visit:
www.ekka.com.au



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Gourmet Beef Burger
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