

SHOWBIZ

THE OFFICIAL QUARTERLY NEWSLETTER OF THE RNA.

Winter Edition, 2011

SOUNDWAVE REVOLUTION

pg 15

SPECIAL EKKA PREVIEW

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ROYAL QUEENSLAND FOOD AND WINE SHOW

Top 5 Unearthed
so far pgs 9-11

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MESSAGE FROM THE PRESIDENT



It's Showtime

What an Ekka we have coming up with great food and entertainment, excellent competition entries and wonderful agricultural displays. This all takes place on our RNA Showgrounds which we have begun to reenergise.

The teams of people who have been doing the hard yards over the past few years to achieve this, are about to see the fruits of their labour. These people are too numerous to thank individually but their effort, and that of all the people who have contributed to keeping the Ekka at the forefront of events in Queensland since 1876, will count for nothing if we do not achieve what is envisaged. Over the next 10-20 years the support of so many of you who will read this message is essential to the achievement of that goal. The Ekka has always been about the people who come to enjoy all it has to offer and those who compete for that special prized Royal Queensland Show ribbon. It is also about the hundreds of volunteers who give their time and expertise so generously, we need you all!

I am pleased to report another season of successful events and functions on our grounds. Some 20 special events have been held in the last few months, with the Caravan and Camping Show a recent highlight and the well planned music events proving more and more popular. Our staff deserve a great deal of credit for their role in all of these and their efforts which are now directed towards Ekka 2011.

A big thank you to our sponsors who are so supportive of the Ekka we appreciate their contribution and warmly welcome our new sponsors for this year's show.

While it has not been an easy year for many Queenslanders I see much evidence of people just trying to get on with life. This is often with the assistance of wonderful organisations which offer help when needed and to whom we all owe a great deal of gratitude and support.

I wish all exhibitors and competitors the best of luck and thank the big teams of stewards and judges who make all the Ekka competitions possible. Thank you also to all our RNA Councillors for their huge commitment, and together with them and our staff I look forward to welcoming you and your friends to Ekka 2011.

Allan Warby
Allan Warby OAM

President

Cover picture: It's time to bring town and country together at Ekka – August 11 to 20, 2011.



The projected look of the RNA Showgrounds after completion of the regeneration project in 15 years.

REGENERATION UPDATE

Construction on the first stage of the \$2.9 billion RNA Showgrounds Regeneration Project began in April with major works involving the start of transforming the Industrial Pavilion into a world-class convention and exhibition centre.

These works have involved propping and stabilising the Industrial Pavilion heritage facades along Gregory Terrace and Ekka Plaza which are a major part of the centre's exciting and innovative design, and removing the roof.

Following this year's Ekka, work will focus on excavation and installation of the lower level car park.

Other stage one works completed so far include the removal of the Channel 9 sports bar, which makes way for the future open public area within Ekka Plaza.

Initial infrastructure works are currently being carried out to upgrade existing RNA Showgrounds services, to improve the site's stormwater and sewer systems.

A number of buildings have been removed to enable site wide infrastructure works including the Frank Nicklin Building, Building No. 4, Frank Robertson Building, Building No. 6 and Building No. 27A.

The Industrial Pavilion works will stop during the Ekka period and the initial infrastructure works will stop in late July and recommence once the show is over.

For this year's Ekka some locations of attractions such as showbags have changed due to the stage one works, these include:

- Showbags will be housed in a temporary facility located in the Sideshow Alley entertainment precinct, housing 331 different showbags to choose from.
- Fine Arts will now be situated on the ground floor of the Walter Burnett Building.
- Flower and Garden will move just a short distance to the Brisbane Markets Agricultural Hall.

The regeneration of the RNA Showgrounds is of national significance and is a vitally important project for Queensland as it safeguards the legacy of our 20 hectare site - the home of the Ekka. The project will also transform the grounds into a lifestyle and cultural hub for the community to access all year round.

It also ensures the Ekka remains at the RNA Showgrounds making Brisbane one of the only Royal Shows in Australia to maintain its country and city links by holding the show right here at its original inner city location.

It also means the Ekka's history, traditions and unique atmosphere will be preserved by upgrading and replacing venues to provide state-of-the-art facilities.

KIDS GO COUNTRY AT THE RNA

More than 1,300 Brisbane primary school students and 250 teachers were given a taste of some of the exciting educational and animal experiences on offer at this year's Ekka when they attended the RNA's innovative Rural Discovery Day.

Students aged five to 12 made their way to the RNA Showgrounds to learn about 'all things rural' and develop an understanding of where their food, fibre and foliage come from.

The day featured 32 exhibits including geese, turkeys, ducks, chickens, horses, sheep, sheep dogs, goats and alpacas.

Proston State School students travelled 300 kilometres to teach their city cousins about the country.

Proston State School Principal Ree Birgan said the day provided the opportunity to build students' confidence and make them feel proud to be country kids.

Rural Discovery Day attracted students from across South-East Queensland and from a range of schools including distance education, rural, metropolitan and special education units.



EKKA PREVIEW

When the Royal Queensland Show (Ekka) opens its gates on August 11, visitors will enter a realm of colour and excitement with so much to see and do. Over 10 magical days, visitors can indulge in all the marvels offered at the Ekka. From watching the birth of a lamb at the Sunny Queen Little Miracles Newborn Corner to checking out the latest fashion trends at the famous Cotton and Wool Parades. There is also show stopping live dance and music, plus a smorgasbord of culinary delights on offer from hundreds of vendors. The Ekka culminates each day with the spectacular fireworks display that never ceases to amaze viewers.



BE ENTERTAINED

Ekka 2011 promises entertainment that is second to none, offering great value family fun that caters to the young, and the young at heart.



For those on a budget, the Ekka offers various affordable entertainment, with more than 70 per cent of the RNA Showgrounds dedicated to free activities. This includes more than 25 roving street performers, an impressive music line up, dazzling dance performances and the spectacular night time program.

Ekka's biggest bands

This year's Triple M Concert Series boasts a jam-packed line up of entertainment that will electrify

audiences. Over two huge nights the RNA Showgrounds will come alive with world-class performances. Grinspoon will kick off the line up on Friday August 12 in the Auditorium, with Wolfmother closing the series on Saturday August 20.

The Smurfs are heading to the Ekka

The Smurfs are hitting the big screen and the Ekka in 2011. Join three of our favourite Smurfs in one of their best adventures yet with two live shows every day of Ekka. This exciting show is perfect for kids, grandkids and everyone who grew up watching the Smurfs. The Smurfs will also be in the Ekka Chill Out Zones proudly sponsored by Grinders Coffee for meet and greets.

The League of Sideshow Superstars

The League of Sideshow Superstars will return again, performing their unique blend of circus and sideshow stunts. This group of elite artists embody all that is

great in the spectacle of sideshow, daringly pushing the barriers of extreme performance. In 2010, performer the Great Gordo Gambsy, swallowed 46 swords, while fellow performer Shep Huntly electrocuted himself 23 times, using a 12 volt car battery. This year they pledge to shock audiences with even more stomach lurching, nail biting stunts in their 17 shows throughout Ekka. 2011 also marks the newest addition to their sideshow family, Ruby Rubberlegs. As one of the world's elite contortionists she can bend her entire body to fit into a tiny Perspex box! This charismatic and defying performance will have you squirming in your seat and screaming for more, so be brave if you dare.

Cotton and Wool Parades

As one of the Ekka's most anticipated events the Cotton and Wool Parades are a must-see at this year's show. This year's line up of Brisbane designers is of the most exciting yet, including Francis Leon, Jacqueline Buck, Sacha Drake, Pistols at Dawn, dogstar, Maiocchi, Nelson Molloy, Talulah, Neon Heartache, Vanguard, Foxton Danger, Bora, Gina Kim, Darb Couture and accessories by Adorne.





FOR THE KIDS AND BIG KIDS AT HEART

Each year both adults and children alike can be seen carrying an armful of the Ekka's brightly hued showbags. Kids all over Queensland are eagerly putting their pocket money away in anticipation, but the big kids are just as excited.

Offering the same great range, this year's showbags will be housed in a temporary facility located in the Sideshow Alley entertainment precinct. With 331 showbags chock full of confectionery, toys, magazines and vouchers, there is certainly something to suit everyone at the Triple M Showbag Pavilion.

SIDESHOW ALLEY

Sideshow Alley at Ekka 2011 will set adrenaline junkies' hearts racing. With old favourites returning and new rides and attractions to be seen, this year's Sideshow Alley will not disappoint. Family favourites, the Euro Slide and dodgem cars are an annual Ekka tradition for show goers. At a soaring 27m high, the new Giant Wheel offers panoramic, unparalleled views of all the hustle and bustle of the RNA Showgrounds. If the dodgem cars don't quite get your heart racing, then this year's new inclusions the Disk-O, Jurassic and Extreme, are sure to leave hearts pounding and thrill seekers gasping for more.

LINDEMAN'S Open Garden

Escape to a colourful oasis of floral delights at LINDEMAN'S Open Garden. Making its first appearance at Ekka this year, LINDEMAN'S Open Garden will offer celebrity garden cooking demonstrations and gardening tips for the cooler months. Green thumbs can try their luck in the LINDEMAN'S hanging basket competition or enjoy a glass of LINDEMAN'S famous wine while relaxing amongst picturesque flora at LINDEMAN'S Cellar Door.



Roving Entertainment

With more than 25 roving street performers, Ekka provides non-stop entertainment around every corner. This year six new acts will be introduced, including three that have never been seen before in Queensland, adding another element of excitement to this already buzzing hive of activity.

Ekka Ignites, presented by B105

The best way to cap off a day spent at Queensland's largest event is to take a seat in the ENERGEX Community Arena for non-stop entertainment. From August 12 the show kicks off at 6pm with old favourites the HiLux Heroes and Monster Truck Mania and the new, exciting Celebrity Ekka Grand Prix and Jet Van.

Guinness World Record Attempt

Adding to the excitement of the B105 People's Day, will be an astonishing attempt to land a place in the Guinness World Record book. Brisbane scuba-diving extraordinaire, Mick Wheatley will push extreme physical boundaries as he attempts to stay submerged at 1.2m, using only a single 12 litre tank for over eight continuous hours. Honing his breathing techniques at his Brisbane Diving Academy since gaining his diving certificate 16 years ago, Mick

Wheatley is confident he will be a proud record holder on Wednesday August 17. All funds raised by the astounding world record attempt will be donated to Montrose Access and Project AWARE.

Friday August 12

6.20pm	Official Opening
7.00pm	Top End Cattle Muster
7.15pm	Toyota V6 HiLux Heroes
7.30pm	Jet Van
7.40pm	Monster Truck Mania
7.50pm	Showtime FMX
8.05pm	Fireworks Show

Saturday August 13 –

Saturday August 20

6.00pm	National Anthem – presented by Oscar Theatre Company
6.05pm	Woodchop relays
6.15pm	Ride and Drive
6.30pm	Frank Green Horse Man
6.40pm	Celebrity Ekka Grand Prix
6.55pm	Channel 9 Faces in the Crowd
7.00pm	Top End Cattle Muster
7.15pm	Toyota V6 HiLux Heroes
7.30pm	Jet Van
7.40pm	Monster Truck Mania
7.50pm	ShowTime FMX
8.05pm	Fireworks Show

EKKA PREVIEW

FOOD

Mouths will be watering with the smorgasbord of culinary delights on offer at Ekka 2011. Back again by popular demand, the Gourmet Harvest precinct will tantalise the tastebuds of even the most hardened food critic. Indulge in dishes prepared by some of Brisbane's best chefs and pick up a new recipe or two.

The Sunday Mail Great Food Guide

To ensure you don't miss out on all the great food offerings around the showgrounds grab The Sunday Mail Great Food Guide as you walk through the gates. Outlining all the places to visit including fresh food, fine coffee and wine, alfresco dining and traditional favourites.

Ekka Strawberry Sundaes

The must-have for every Ekka visitor now features award-winning handmade ice-cream and all locally sourced produce. The Ekka Strawberry Sundae will be even more of a treat as more than 145,000 are consumed throughout the 10 days of show. From the crunchy cone, to the smooth vanilla ice-cream, the sweetest chopped strawberries and the delicious handmade gourmet ice-cream, you'll be in heaven with every bite. Do your part for the Prince Charles Hospital Foundation and indulge in a Strawberry Sundae this Ekka.

The Sunday Mail Royal Queensland Food and Wine Show Stage

Ekka's newest stage brings the best of Australian produce. Showcasing the top products unearthed during the RNA's innovative Royal Queensland Food and Wine Show, visitors will learn from

the best in the business. Well-known foodie Dominique Rizzo will take us on a memorable culinary experience as she cooks and offers up her tips and hints alongside some of Brisbane's best chefs.

Head chefs with decades of experience and owners of some of Brisbane's exquisite restaurants will join Dominique on stage at various times throughout the show and cook with local award-winning produce. Chefs from Tukka Restaurant, Sardine Tin, Medusa Dining, Citron and more will show their specialties while Premier Anna Bligh will also join the fun. Add excitement to your meals with tips from the top.

Gourmet Harvest

Last year's favourite foodie hangout is back again offering restaurant quality food at affordable prices. Stir-fried seafood, saucy Italian pasta, spicy Indian dishes, unique yum cha and even an Ekka pie will feature in the Gourmet Harvest dining precinct for 2011.

Seafood and Wine Bar

The Seafood and Wine Bar is the place to go to taste the very best in fresh seafood. Freshly shucked oysters and local king prawns matched with award-winning wines – is there anything better?

The Royal Queensland Show Deli Bag proudly sponsored by GianCarlo Coffee

Get a little taste of everything in The Royal Queensland Show Deli Bag packed full of award-winning produce including the creamiest cheeses. The Savoury Sampler and The Nibbler Bag are great value and a fantastic way to choose what to place on your next dinner party platter.

The Top Paddock

The Top Paddock is a key education pavilion at the Ekka that tells the story of where your food comes from in fun and interactive ways. Looking at the relevance and importance of red meat in everyday life, there is something for everyone to learn in The Top Paddock.





EKKA COMPETITIONS

The Ekka is Queensland's premier competition event, attracting more than 23,000 entries in 42 competition sections.

What's new

Two new breeds will be on show in the Stud Beef Competition – Speckle Parks and miniature Redlines, while Lincoln Reds are returning after a lengthy absence. The country will be brought to the city, with more than 2,000 head of beef and dairy cattle paraded, judged and displayed throughout the 10 days of Ekka.

The cookery competition is heating up this year, with the introduction of sponge cakes to the coeliac class, plus a new contemporary cake decorating class for juniors.

After a successful debut in 2010, the lapidary competition has introduced two new classes for jewellery. These new editions join the popular sculptures, sugarcraft exhibits, photographs, jams, paintings and creative art displays. Filled with some of Australia's best artists, the Fine Arts exhibits are not to be missed, now located on the ground floor of the Walter Burnett Building.

Canine

The Royal Queensland Dog Show proudly sponsored by Advance, was the largest Ekka competition in 2010, and this year will feature more than 200 breeds and more than 2,200 animals. Pat a Labrador, find out what a Xoloitzcuintle is or see if your dog is up to scratch in the Obedience and Agility Trials.

Horses

Queensland's best horses are on show during the Ekka, including the pint-sized Shetland Ponies and the picturesque Clydsdales. The traditional art of farriery and blacksmithing will also be a sight to see with the competition heating up on August 17, 18 and 19.

Brisbane Markets Agricultural Hall

If you fancy taking out the title in the 2012 Giant Pumpkin Competition, drop by the Brisbane Markets Agricultural Hall to collect your free Atlantic Giant Pumpkin Seeds and tips on how to grow your very own giant pumpkin. Check out the competition in the Giant Vegetable Section at this year's show.

Young Farmers Challenge

A flurry of checked shirts, moleskins and cowboy hats will descend on the ENERGEX Community Arena during the opening night of Ekka 2011. The Young Farmers Challenge will pit Queensland's finest farmers against their city counterparts and folk from across the border – all aiming to secure the title of Champion Young Farmer. The mini-marathon of everyday farming activities will include riding a four-wheel motorbike through an obstacle course, milking a cow, building a fence, assembling a water pump plus more.

Queensland's Largest Classroom

The Ekka provides an abundance of educational activities, presentations and competitions that will provide school kids with so much fun that they won't even know they're learning.

In its second year, the ENERGEX Race Around Ekka film competition has increased in popularity as school teams line up to plan, script, perform in, direct, shoot and edit a 15, 30 or 60 second ad. The competition is sure to be tough with a newly created competition for students in Years 11 and 12.

Huge cash prizes are up for grabs for young film buffs with winning entries played on the big screen during the night time program.

INTERACT WITH EKKA

Since 1879, the Ekka has been at the forefront of technology, introducing patrons to telephones, microphones, electric lights and even an electronic thief detector! 2011 will be no exception with new technology set to enhance the Ekka experience and provide more convenience, interactivity and round-the-clock updates.

iPhone app

The Ekka has launched its first ever iPhone app! With so much to see and do at Ekka, it can be mind-boggling figuring out what to see or do next. Ekka-goers can get the most out of their 2011 Ekka experience, by creating their own itinerary, showbag wish list, ride reviews and access to exclusive offers. Best of all, it's completely free to download.

The interactive map is the perfect way to find show essentials, including amenities, service and transport options, and the filtering feature makes it easy to find the nearest bathroom or ATM. The map is linked to a full events database so navigating your way through the Ekka's animals, entertainment, fashion and scrumptious food is so much easier. With 10,000 animals to see, hundreds of food outlets, plenty of rides and much more,

Ekka-goers can cram more excitement into their day using the iPhone itinerary builder.

Deciding which of the 331 showbags to purchase can be time consuming, but using the showbag builder makes it a breeze. Listed by price, category or alphabetically, users can easily find their favourite showbags, locate them on the interactive map and add it to their wish list. There is also an automatic budgeting tool which adds the costs of all your favourite showbags.

New look Ekka website

The exciting, new look Ekka website has been launched and is fully equipped with new functions and a countdown clock to when the gates swing open for the Ekka 2011. An easy to use interactive website will help Ekka goers plan their perfect

day, locating everything from horse expos and showbags to hair-raising attractions and scrumptious food. This year, the streamlined ticketing process creates a more efficient procedure, allowing you to pre-purchase entry into Ekka so you can walk straight through the gates upon arrival.

Features:

- Full events guide with itinerary builder and mapping capabilities
- Full showbag guide with budgeting tool and mapping capabilities
- Interactive map
- Facebook integration from events, show bags and rides
- Exclusive set of Trails including the Dare's Thrills and Spills trail
- Exclusive iPhone offers
- Fully personalised bottom menu bar to create shortcuts to your favourite sections



ROYAL QUEENSLAND FOOD AND WINE SHOW

Now in its third year, the Royal Queensland Food and Wine Show (RQFWS) is an exciting initiative of the RNA and involves eight individual competitions that showcase Australia's best dairy, ice-cream, wine, steak, lamb, olive oil, sausages and beer.

Renowned dairy expert and RQFWS Chief Judge, Russell Smith, has spearheaded the hunt for Australia's top eight, judging alongside leading industry professionals. Competition has been strong in 2011, with five of the top eight chosen with judging for the final three, sausages, olive oil and beer remaining.

The RQFWS is the only combined food and wine competition of its kind in Queensland and embraces the quality

and diversity of Australia's growing culinary culture.

Ekka patrons will have a chance to taste some of the award-winning produce which will be stocked at the Royal Queensland Show Deli during the 10 days of Ekka.

Here's a wrap-up of the winners crowned so far.



ROYAL QUEENSLAND WINE SHOW

Good to the very last drop

After five days of rigorous judging, four Masters of Wine have crowned Victoria's Seppelt Drumborg Riesling 2005 Australia's best wine at the RNA's prestigious Royal Queensland Wine Show (RQWS).

The Seppelt Drumborg Riesling beat nearly 2,000 other wines to claim The Courier Mail Trophy for the Champion Wine of Show while Partisan Communication Road 2010 took out The Stodart Trophy for best One Year Old Dry Red Table Wine.

Meanwhile the Ravens Croft Chardonnay was awarded The Corrigan and Scudamore-Smith Trophy for best Queensland made, produced and owned wine.

RQWS Chief Judge and former International Winemaker of the Year

Phillip John said this year's competition provided a pleasing return to good quality whites.

"Whites really dominated this year winning a swag of gold medals in the Riesling and Sauvignon Blanc classes," he said.

"The Seppelt Drumborg Riesling is an outstanding wine."

Mr John said Rieslings led the field and were awarded four gold medals in the

mature classes – an indication of the excellent standard.

The first of the national wine shows held, the RQWS allows winemakers to showcase their latest vintage to the experts and the public, often predicting which wines will be the pick of the crop in the coming year.

The 2011 Royal Queensland Wine Show featured four Masters of Wine – (from left) Ned Goodwin, Peter Scudamore-Smith, Philip Reedman and Andrew Corrigan.





QUEENSLAND WAGYU CROWNED AUSTRALIA'S BEST STEAK



RNA President Allan Warby (left), and Judge John Kilroy presented Brad De Luca (centre) from Australian Agricultural Company with the John Kilroy Cha Cha Char Champion Branded Beef of Show award.

Dalby produced Wagyu has been crowned Australia's best steak at the RNA's Royal Queensland Food and Wine Show Branded Beef Competition in June.

Master Kobe Wagyu by Queensland's Australian Agricultural Company took out top honours, named the John Kilroy Cha Cha Char Champion Branded Beef of Show.

A host of industry, restaurant and media personalities took part in the judging including Executive Chef and part-owner of Restaurant II, David Pugh, and the owner of Jellyfish and Cha Cha Wine Bar and Grill, John Kilroy, who rigorously judged the 23 steak entries to crown the best of the best on the market today.

WHAT'S THE BEST LAMB OF THEM ALL?

New South Wales lamb producers Country Fresh Nationwide, took out gold in the Royal Queensland Food and Wine Show's Branded Lamb Competition in June.

Taking the title of Australia's best lamb by 14 points, Country Fresh Nationwide's Queensland Commercial Manager Jonathan Bayes said Country Fresh was very excited to participate in this year's competition.

"We have had a good season as far as rainfall and feed is concerned, so we knew our lamb quality has been better than ever and we thought it would give the company a chance to show retailers and consumers that New England Lamb can stack up against the best," he said.

The Branded Lamb Competition introduced a new cooking process of roasting a rack before each judge graded the visual appeal, tenderness, flavour, juiciness and overall liking.

Jonathan Bayes from Country Fresh Nationwide accepts gold in the Royal Queensland Food and Wine Show Branded Lamb Competition.



FORMER OLYMPIAN CROWNED AUSTRALIA'S BEST ICE-CREAM MAKER



Former Olympic champion Tatiana Grigoveria enjoys her award-winning banana ice-cream. Picture: Courtesy of The Courier Mail.

She has conquered the Olympic pole-vault and is now a champion in ice-creamery, Tatiana Grigoveria's Ascot Caffè e Gelato Milany's special banana ice-cream, scooped the pool to win the title of Australia's best ice-cream in the Royal Queensland Food and Wine Show (RQFWS).

RQFWS Chief Judge Russell Smith said the Ice-Cream, Gelato and Sorbet Show was an exciting, Australian first.

"Caffè e Gelato Milany's exceptional banana ice-cream would hold its own around the world. What won the judges over was its amazing texture and genuine fruit flavour which requires exacting production methods," he said.

Mr Smith said the one flavour ice-cream triumphed over other more innovative flavours purely due to its integrity and balance and was crowned Australia's best in a rare unanimous verdict.



EVERYBODY SAY CHEESE

French born master cheese maker, Franck Beaurain, from Jindi Cheese in Gippsland, Victoria, reigned supreme with his Jindi Old Telegraph Road Heritage Blue winning Grand Champion Cheese. It also took out the title of Australia's best dairy product at the Royal Queensland Food and Wine Show's Cheese and Dairy Product Show.

Following four days of rigorous judging almost 500 entries were pitted against one another in one of the top food and wine competitions in Australia.

According to judges the standard of entries across the board was exceptional.

This year there was a 34% overall increase in entries, a 28% jump in cheese, 34% increase in yoghurts and desserts and a 79% increase in milks and creams.

The Jindi Old Telegraph Road Heritage Blue uses traditional cheese making methods and impressed judges with its stunningly complex blue flavour, superb creamy texture, and flavours which lingered on the palate well after consumption.



BUDDING CHEESE MAKERS

Two local high schools were unearthed as the next generation of cheese makers in the RNA's student cheese competition in Brisbane in June.

Beerwah State High School students beat 12 other schools and took out top honours for their creamy camembert, while Ferny Grove State High School students were crowned best blue in the competition's first blue cheese class.

The exciting student made cheese competition is part of the RNA's innovative Royal Queensland Food and Wine Show, and presents judges with camembert and blue style cheeses.

This year's competition attracted record entries with 13 schools and 111 entries received – a great result due to the successful Teachers Cheese Making Workshops which the RNA runs in Term One of each year.

Ueli Burger, one of the most pre-eminent cheese makers in Australia today, joined the judging panel, providing students with invaluable feedback on their entries and a great insight into the cheese and dairy industry.

From left; RQFWS Chief Judge Russell Smith, judge Ueli Burger (King Island master cheese maker) and RNA Chief Executive Jonathan Tunny.



Left: Award-winning Jindi Old Telegraph Road Heritage Blue, voted Australia's best dairy product at the Royal Queensland Food and Wine Show's Cheese and Dairy Competition.

Brisbane City Council

www.brisbane.qld.gov.au

Come and visit Brisbane City Council's display on the Ekka Learning Trail at the Woolworths Fresh Food Pavilion. Through virtual bike rides, innovative iPad games, creative digital stories and short videos you'll get a taste of the latest projects and programs Council is delivering in your community, and across our city, to help make Brisbane a vibrant, creative and connected place to live.

- Check out Brisbane's PlaceStories, an innovative, map-based storytelling platform that shares residents' images, videos and words of how they are helping renew Brisbane after the January floods.
- Take a CityCycle virtual ride and experience what it's like to ride along Brisbane's beautiful bikeways.
- Grab an iPad and play the worm farmer game, a fun take on growing a worm farm for smarter composting.
- See short videos of the City Hall restoration and Brisbane's major transport infrastructure projects.
- See winning entries from Brisbane's local schools for the Come Together school competition.

CBeebies - Lighting up Little Learners



CBeebies is a friendly and colourful TV channel for pre-schoolers, full of stories, discovery and fun!

The unique mix of shows encourages learning through play in a consistently safe environment.

CBeebies features some of the most popular children's shows on TV including Charlie and Lola, ZingZillas and Teletubbies. The high-quality content gets kids off the sofa and joining in on activities, songs and stories - allowing them to make their own discoveries, gain knowledge and understand themselves, others and the world around them, whilst always having fun.

Come and visit the CBeebies Animal Walk at Ekka - as well as seeing all the animals, there will be a fun competition for kids and fabulous prizes up for grabs!

For fun games, colouring-in and competitions go to bbcaustralia.com/cbeebies. Channel 705 on FOXTEL and AUSTAR.

Heritage Building Society

Heritage Building Society and Ekka have a lot in common. We're both home-grown success stories that everyone in Queensland can be proud of. We're both about giving great value to many thousands of people in our community. And we can both trace our origins back to 1875. Both the RNA and the Toowoomba Permanent Building Society were formed in 1875, little more than 100km apart. Toowoomba Permanent went on to merge with another local society in 1981 to form Heritage - which is now Australia's largest building society. But while Heritage has grown enormously since 1975, it has never forgotten its mission to put people first, in everything it does. That's why Heritage is proud to sponsor the Heritage Building Society Community Stage at Ekka again this year. It's about giving value back to the community - the reason that Heritage exists. The stage gives community groups the chance to strut their stuff in front of a live audience of Ekka visitors, who also get to enjoy the great free entertainment. Visitors should also keep an eye out for Heritage's giant pink pig Priscilla, who will be attending Ekka again this year - a special attraction for the kids in particular.

Isuzu D-MAX - A chip off the block

The Isuzu diesel engine is well renowned as one of the toughest and most powerful there is, it is therefore fitting that Isuzu UTE Australia brings you one of the toughest events there is, the Woodchop Arena at this year's Ekka.

This is the second Isuzu D-MAX Woodchop Arena to hit the RNA Showgrounds and it's shaping up to be another exciting event, showcasing the talents of local and interstate woodchoppers.

With the Isuzu D-MAX firmly in the minds and spirits of Australian's, the utes popularity has soared. Isuzu UTE has now more than 100 dealer and satellite sites nationally and cracked 10,000 D-MAX sales last March.

Visit www.isuzuute.com.au to find out more.



Grinders Coffee

Grinders Coffee, Australia's fastest growing coffee supplier was established in 1962 in Lygon Street, in the 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 and 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 and Brisbane to teach the art of the perfect coffee.

Visit Virbac at Ekka 2011 in the centre main show ring!

Bringing you the complete range to drive productivity from the paddock to the saleyards.

Virbac
ANIMAL HEALTH

Passionate about animal health

Enjoy Responsibly

L
LINDEMAN'S
EST. 1840

SWEET SEASONS

25% LIGHTER IN ALCOHOL*

* LINDEMAN'S® SWEET SEASONS IS AT LEAST 25% LIGHTER IN ALCOHOL WHEN COMPARED TO COMPARABLE LINDEMAN'S® BIN WINES. IT'S ALL SWEETNESS & LIGHTNESS

Wake up on the **Sunnyside**

Cage Free

/SunnyTheEgg

Sunny Queen Farms

The hunt is on to unearth Australia's 'top 8' food and wine offerings.



If you're a producer with a passion for excellence, enter the 2011 Royal Queensland Food & Wine Show and put your products to the ultimate test.

Compete against your industry peers in a showcase and celebration of the 'best of the best' as judged by the best.

It's the perfect way to enhance your brand, drive sales and get the recognition you deserve.

2011 Royal Queensland Food & Wine Show Competitions:

Congratulations to this year's winners so far

Dairy

"Winner – Jindi Cheese"

Ice Cream

"Winner – Caffè e Gelato Milany"

Lamb

"Winner – Country Fresh Nationwide"

Beef

"Winner – Australian Agricultural Company"

Wine

"Winner – Seppelt Drumborg Riesling"

Sausage King Competition State Final – since 2010

14 August 2011

Beer Competition – since 2010

October 2011

Olive Oil Show – since 2009

Late 2011



For more details or to enter, visit www.rna.org.au email entries@rna.org.au or phone 07 3852 1831

SOUNDWAVE REVOLUTION

THE RNA SHOWGROUNDS IS GEARING UP TO HOST MORE THAN 45 BANDS AT SOUNDWAVE REVOLUTION ON SEPTEMBER 24.

Headlined by rock legends, Van Halen, alongside Alice Cooper, Bad Religion, Panic! At The Disco, Machine Head, Sum 41, Yellowcard plus many more.

37 years after emerging from the garages of Pasadena, California, Van Halen's timeless music continues to resonate

from countless car radios and mp3 players to sold-out arena concerts. David Lee Roth, Eddie Van Halen, Wolfgang Van Halen and Alex Van Halen shook the foundations of rock with their self-titled 1978 album becoming one of the biggest selling rock debuts of all time.

Throughout the years Soundwave have attracted some huge acts including Slash, Iron Maiden and Queens of the Stone Age, but this 11 hour festival line up has truly raised the bar.

EVENT CALENDAR

WHAT'S COMING UP ...

AUGUST 2011

Baby Kids Market
Saturday 27 August

SEPTEMBER 2011

Organisers International Spring Home Show
Wednesday 31 August – Sunday 4 September

Ideal Bride
Thursday 8 – Sunday 11 September

Brisbane Paper Crafts Festival
Friday 9 – Sunday 11 September

Bridge to Brisbane
Sunday 11 September

GreenX Trade Show
Thursday 15 – Friday 16 September

MMS Model Search
Saturday 17 September

"BIG SHOW" Antiques, Guns, Militaria & Numismatics
Saturday 24 – Sunday 25 September

Soundwave Revolution
Saturday 24 September

OCTOBER 2011

Oktoberfest
Friday 7 – Sunday 9 October
Friday 14 – Sunday 16 October

Oceania Dive Expo
Friday 7 – Sunday 9 October

Many thanks to our sponsors.

Grand Champion



positive energy



Champion



Blue Ribbon



TREASURY WINE ESTATES

