

SHOWBIZ

Winter 2009

**Special
Ekka '09
Issue**



Redevelopment Update *pg.8*

That's Entertainment *pg.16*

Royal Queensland
Food and Wine Show *pg.12*



FOREVER CHANGING



CONTENTS

<i>Message from the President</i>	2
<i>A Fun Campaign</i>	3
<i>Ekka Forever</i>	4
<i>Redevelopment Update</i>	8
<i>Cabbing it to the Show</i>	9
<i>Map / What's New and Fabulous</i>	10
<i>Royal Queensland Food and Wine Show</i>	12
<i>Educating Queensland</i>	14
<i>That's Entertainment</i>	16
<i>Event Calendar</i>	18
<i>Sponsors</i>	19

RNA COAT OF ARMS

In 1921 the Brisbane Exhibition was granted its 'Royal' prefix under warrant from His Majesty King George V, changing our beloved Ekka to the *Royal Queensland Show* forever.

Now the RNA has a new Coat of Arms, created especially for the Association and representing its charter and history.



MESSAGE from the President



During Queensland Week it was announced that Ekka had been voted by Queenslanders as the number one iconic state event and fourth icon overall in the Q150 icons poll. Thanks Queensland for your vote and congratulations to everyone involved in the Show.

The Ekka has been staged for Queenslanders by Queenslanders for well over a century and during this time the Ekka has continued to showcase Queensland's finest. The very best our State has to offer in produce, livestock, entertainment, education, arts or industrial innovations, the Ekka has consistently delivered.

But of course change is inevitable. Once the doors close on this year's Ekka the \$3 billion redevelopment of the RNA Showgrounds will commence.

Queenslanders will soon have access to the RNA Showgrounds all year round. And while future Shows will offer a new face to Queenslanders, I can assure you the Ekka will continue to deliver an event that is worthy of its icon status.

So if the Ekka is about the balance between tradition and change then the 2009 line up is set to exceed expectations.

We are proud to introduce new shows, entertainment, competitions and educational elements in 2009 including: five new rides for Sideshow Alley, the Ekka Animal Boulevard will be even bigger this year with the introduction of Cats to the Show, the purpose built Little Miracles Newborn Centre will open its doors and for the first time visitors will be able to purchase the Ekka 'Deli' Showbag offering a taste of the winning products from this year's Royal Queensland Food and Wine Show competition.

The Ekka now has 45 major competition categories, with hundreds of classes within each. In 2009 we will see the addition of some entirely new Ekka competition categories including Olive Oil and the Feline Breed Showcase. New classes of competition have also been added under Canine, Beef, Poultry, Dairy Produce and Cattle, Horses and our popular Education on Show.

Of significant importance in 2009 is the launch of the Royal Food and Wine Show Champion of Show label where, for the first time Show competition entrants will have an opportunity to display a gold, silver or bronze medal sticker on their products in the beef, wine and dairy categories. The implementation of this brand goes a long way in supporting our mission to promote and encourage the development of Queensland's agricultural, pastoral, horticultural, industrial, manufacturing and cultural resources.

The 2009 Ekka is here and I encourage you to enjoy all that it has to offer.

From the chairlift to YoGo Alley, from the b105 Showbag Pavilion to the cattle yards this is the last time we will celebrate the Ekka as we know it.

The Ekka has been around for 132 years. It is a Queensland icon and it will return bigger, better and brighter to entertain Queenslanders for another 132 years.

A handwritten signature in black ink, reading 'Vivian Edwards'.

Dr Vivian Edwards, OAM

A FUN CAMPAIGN

WITH A CLEAR MESSAGE

*This year's Ekka marketing campaign, **Forever Changing**, is a celebration of the changing elements of the Show from year to year and recognises the physical changes to occur in years to come.*

RNA Marketing Manager Angela Mulcahy said the Ekka '09 campaign was designed to illustrate the forever changing face of the Ekka and encourage people to come to the Show this year, before the change begins.

"There is so much to do and see at the Ekka," said Ms Mulcahy. "You literally don't know what you're going to get as you turn the corner. That's the fun of it. You can stumble across a fashion parade and then see honey extracted from a beehive, just metres away!

"Our campaign illustrates 'change' through the imagery of *cat walks* and *collie flowers* and other fun combinations.

"We want people to look twice at the billboards and advertisements and have fun talking about it as they drive home or read the paper in the morning."

Queenslanders are encouraged to

visit the Show this year to see the RNA Showgrounds landscape in its current form before work begins on the Masterplan redevelopment in early 2010.

The Industrial Pavilion (known during Ekka as the b105 Showbag Pavilion) will be the first to get a makeover. While the stunning brick facade remains, the rest of the structure will be rebuilt. Other pavilions to go in the first phase of development include the dog and agricultural pavilions.

"Rest assured that despite the development, Ekka will continue to be staged here every year, with many of the features and competitions you know and love – just in different locations and temporary structures around the grounds," said Ms Mulcahy.

"One attraction I recommend you catch this year is the chairlift. This is its last year at the Ekka."

Ekka marketing campaigns over the years have highlighted the spirit and essence of Queensland's biggest annual agricultural event. Showbiz takes you on a trip down memory lane.

2005



2006



2007



2008



The development of Ekka's 2009 campaign: from early sketches (top left) to final designs (above).



EKKA FOREVER

RNA President Dr Vivian Edwards sums up the community's love of the Royal Queensland Show with these words...

"If you ever doubted the Ekka's ability to adapt with the times while retaining a cosy familiarity and sense of nostalgia, just look at the constant crowd figures over the years."

No one can argue with the hypnotic appeal of the Show. It spans generations and stirs a different memory and meaning for everyone who has ever experienced it.

Showbiz asked six Queenslanders about their thoughts on the Ekka and the future development of the RNA Showgrounds. Here's what they had to say...



A BEELINE FOR WOODCHOP

Her Excellency Ms Penelope Wensley AO, Governor of Queensland has many Ekka favourites, but Woodchop tops the list.

The Ekka is part of the heritage of all Queenslanders – it brings city and country together, and celebrates and promotes our agriculture, industry and creativity. It is also a lot of fun!

My early Show-going memories are of the animal pavilions – the noise, the smells and what seemed to be the enormous size of the cattle and pigs; and of agonising over what show bags to buy with modest pocket-money. I also always liked the large displays of rural produce – they were so clever and colourful. As a university student, Sideshow Alley and the Woodchopping appealed more. Now I'm less interested in the rides, but still make a beeline for the Woodchopping. It's so vigorous; and very exciting to watch the competitions.

Whether it is the many families which for generations have exhibited or participated in the Show's events, or those with personal family traditions of going to the opening, to watch the grand parade and enjoy the spectacle of the fireworks or others who simply enjoy taking the kids for a fun day out, I think the Ekka has become part of the family life and history

of many Queenslanders. There is something for everyone and that is why families across the State so look forward to the Ekka every year.

The RNA Showgrounds has been the setting for many important events in Queensland's history, and its ongoing development will help to ensure it remains a vital community asset for years to come. As Brisbane continues to grow, it is important to modernise and keep pace with change. It is exciting to see this Queensland icon adapting to new demands and preparing for the future. I'm interested to see what projects and ideas emerge to enable the community to use this wonderful asset more fully and effectively.

I am looking forward to seeing the developments take place, but I know that I will always look forward especially to Show Week – to revisiting my favourite places, recapturing my memories and enjoying the familiar sights, smells and tastes of 'our Ekka'.





AS LONG AS I CAN WALK, I'LL BE COMING TO EKKA!

Deputy Premier and Minister for Health **Paul Lucas** thoroughly enjoyed writing this contribution for Showbiz. His trip down memory lane is a delight to read.

The Exhibition is part of growing up a Queenslander. It's about bringing the bush to the city, about the special food, the strawberry ice-cream, the smell of the animals, the Woodchop and most of all, happy faces.

There are a couple of things about the show that I remember many years on. We didn't really live near a train station as a child, so when we visited the exhibition it was a treat to go via train. I loved the old wooden carriages hauled by the diesel locomotive going through the tunnels to arrive at the exhibition. I remember the things to do were to catch a goldfish at the Japanese Pearl exhibition and remembering to put the fish back in the water straight away (you got in trouble from them if you didn't!).

Going in with Mum and Dad to get "sample bags" (I still call them sample bags and my kids have a go about me saying that each year!) I can remember when I was aged about nine or ten, watching the fireworks with my younger sister and Mum and Dad. She burst into tears with the noise of the fireworks. Other things like the men in their white singlets at the Woodchop and the chairlift was a must. I also remember

going up as high as possible into the old grandstand to watch the ring events. In a peculiar way one of the things that used to fascinate me no end was the machinery displays down near the police stand. I used to love watching the pumps pump water out of taps, it amused me for hours and seeing all the things that people were selling.

I still love going to the exhibition and became a RNA member about ten years ago because I like to come and go as I please. I like taking my children, but some of them like the animals, some like the machinery, some like the rides, so we can go back multiple times and experience whatever we like. These days I really love the restaurants and the great food.

I think the central city location of the RNA Showgrounds is very important. It is easy to get to and seems so much more part of Brisbane.

The Showground is a wonderful asset so close to the city and the opportunity to give it life all the time with restaurants and people living there can make a real difference and bring the site alive all the more. I am confident this can be achieved without compromising the great fun that the Ekka is and in fact some of the development will no doubt increase the attractiveness of the Showgrounds for all of us.

As long as I can walk I'll be coming to the Ekka, dragging anyone who cares to come with me.





A MAYORAL MEMORY

The Ekka will always be in the hearts of Brisbane Lord Mayor **Campbell Newman** and his wife Lisa. It's where they first met.

My early memories of the Show are having lots of fun in Sideshow Alley and enjoying a few drinks at Stockman's with Lisa. It was the perfect day out.

Every year people across the State converge on Brisbane for the Show. It's country meets city, but it means more for Brisbane residents. Ekka is the one time of year they can get a feel for and reconnect with our agricultural and pastoral roots.

The future development of the Showgrounds will put the Ekka on a far more financially sustainable footing. It will ensure it continues and the Ekka must continue on this site. I don't want to see it move like Sydney's Show away from the city.

It also represents the opening up of a huge area of land in the City, making it far more accessible and more permeable for the community. I'm looking forward to visiting the RNA Showgrounds of the future and the Ekka year on year in a revitalized, vibrant setting.



Ekka 2009 sees record entries in its Beef Cattle Competition. Above: the 2008 Champion Bull and Champion Cow in the Blonde d'Aquitaine Stud Beef Competition display their ribbons.



HOT CHEERIO'S, 10 CENTS A BAG!

Geoff Magoffin may be all grown up and Head of Agribusiness in Queensland for Suncorp, a major sponsor of the annual Ekka, but his childhood memories are still as clear as day.

Waiting with Mum and my sister for Dad to come from the cattle pavilion and the local vendor yelling "hot cheerio's, 10 cents a bag", is my earliest memory of Ekka. The only way we could keep him quiet was to buy some. I had my fair share of cheerio's that show.

The Ekka is a special time of the year, when country folk get to experience a little of the city life (coming to the big smoke) and the city folk get to experience a little of the bush, like the sounds and smells of all the animals.

The Ekka is more than just Sideshow Alley and fairy floss. It's a tradition and part of growing up as a child in Queensland.

It's an opportunity to meet old friends and make new ones. I also think it's an occasion to take time out to be with your family. My daughter loves the excitement of the Ekka, the food, the rides (although her Dad doesn't like the sore feet so much!).

I'm looking forward to the RNA redevelopment. Having a part of the city that seamlessly integrates with the surrounding areas and is easily accessible makes a lot of sense; the Bridge to Brisbane fun run now finishes here. It's central and can accommodate large crowds – the perfect location. Being able to fully utilise the precinct over the year with a facility that caters for 'all' parts of the community is a great thing.





RON CHAPMAN

Ron Chapman is Chief Executive Officer of Caravanning Queensland and has conducted the annual Queensland Caravan, Camping & Touring Holiday Show at the RNA Showgrounds for over 30 years. It is the largest show held at the grounds outside the Ekka itself.

Ekka has been part of my life all my life. In fact, I can't remember a year I haven't been to the Show even in the few years I didn't live in Brisbane. Whilst my earliest memories were simply going along with my parents and other relatives, my father then worked for the RNA for something like 20 years, so it also meant that I felt part of the place.

My earliest memories, apart from the sample bags which all kids remember, would be my parents and an uncle and aunt getting seats on Machinery Hill late afternoon and spreading out coats to "reserve" space for other family members ready for the night ring program. And then on Wednesdays, the Grand Parade was a "must" for my father. I remember the huge queues lining up for the Tasmanian Potato Chips in front of what is now the Commerce Building and the equally long lines of people

when the Strawberry Sundaes were first introduced.

When Dad joined the RNA, I remember going in every day to take him home cooked meals because he used to actually sleep at the grounds. In the late 60's I started working for my then employer who exhibited there: at an event which had been part of my life for many years. When I had children, my wife and I used to take them along until they were too old to want to go with Mum and Dad any longer and now a couple of our grandchildren are probably old enough to take along this year.

The Ekka is a special part of Queensland because it is unique. Having grown up with it, I probably look at it differently to some but it would be hard to think of not going to the Ekka in August.



FAMILY AND FRIENDS, THAT'S THE TICKET

Ed Veale has exhibited at the Show for many years. His company Hunter Leisure has provided some of the Ekka's most popular Showbags.

When I think Ekka, I think of country folk meeting city folk and family and friends getting together. My earliest memory as a kid was lining up for a ham sandwich at the Butter Board stand in the Dairy Pavilion; Strawberry Sundaes; and Showbags. I still enjoy the Show and my kids now attend with their friends.

The Showgrounds redevelopment will revitalise a major event into a must see attraction. I'm looking forward to enjoying the new facilities and additional activities that will come with the new development.





Artists impression of the 'Grand Parade'.

Redevelopment Update

EKKA FOREVER...AND BETTER IN YEARS TO COME

RNA Showgrounds Masterplan

The RNA will embark on its Masterplan this year to secure the long-term future and viability of the site; improve facilities for the ongoing success of the Ekka and other exhibitions and events; strengthen connections with our neighbouring suburbs; improve the urban landscape and infrastructure; and create active edges, effectively opening up the site for public use all year round.

Visitors to Ekka 2009 will have the opportunity to see and learn more about the RNA Development Masterplan and provide feedback. Visit the stand in the Woolworths Fresh Food Pavilion.

RNA Chief Executive Jonathan Tunny said construction work would be staged over the next 10/15 years to enable the annual Ekka to continue throughout the project.

"This year will be an exciting milestone in the history of the RNA Showgrounds," he said.

"The RNA has a significant responsibility to the people of Queensland to revitalise and reinvent the site, while respecting and enhancing the distinct heritage and character of the Showgrounds.

"Many of our facilities around the grounds are obsolete, the Industrial Pavilion being one of them," said Mr Tunny. "In this particular building the floor is undulating, making it difficult for

our exhibitors to work with and there's no air conditioning system," he said.

Brisbane Tourism Chief Executive John Aitken said the RNA redevelopment would present a year-round opportunity for his team to accommodate new and exciting events throughout the year,

including conventions, exhibitions, functions and festivals.

"The redevelopment will present an opportunity to enjoy world class events in a world class facility, including Ekka," he said. "It will enhance our City's venue offering to provide an indoor and outdoor precinct of venues for unique major events.

"For example Brisbane is the city of music and the redevelopment plans for the Ekka will provide an extension to the Fortitude Valley entertainment precinct. Just imagine a music event that flows out of the Valley and into the Showgrounds," said Mr Aitken.

STAGE ONE

The Industrial Pavilion – known as the Showbag Pavilion during Ekka, this magnificent building will become a world class exhibition and event facility for Brisbane. Its heritage facade will remain.

Large Animal Facility – a new state-of-the-art facility to house large animals and their handlers for the Royal Queensland Show.

Fresh Produce Markets – similar to the Victoria Markets in Melbourne, the John Reid Market Pavilion will sell fresh Queensland produce daily.

Residential development in Costin and Exhibition Streets – residential apartments on the southern perimeter of the site will bring life to the precinct 24/7.



Lend Lease Queensland Office – displaying leading environmental sustainability, this will be a 6 star 'Greenstar-rated' commercial building.

Supermarket – this commercial supermarket will service local residents and the wider community.

Public Domain – every community needs a central square for people to gather and enjoy.

CABBING IT TO THE SHOW

Neill Ford has had an association with the Royal Queensland Show since he was a young boy. Whether it be as a child filling up his sample bag, a taxi driver ferrying people to the Showgrounds, a team player in the Ekka Main Arena Polo Tournaments or ensuring an efficient taxi service for Ekka patrons through his position as Yellow Cab Company Managing Director.



During the 1960s an eight-year-old Neill Ford could be seen on the corner of Ipswich and Beaudesert Roads, selling newspapers for a halfpenny per paper, driven by the incentive of earning money to spend at the Royal Queensland Show.

"I was one of five children and every year we would save our pennies for the show. For me that meant selling newspapers and stacking shelves at a nearby convenience store," Neill said.

"It was all worth it with the money going towards candy apples, wax proof bags filled with peanuts or a few rides on the Wild Mouse, which was then the most popular ride in Sideshow Alley."

Born in England, Neill's family moved to Australia two years later as "Ten Pound Immigrants", the term given to British families who paid 10 pounds to the government for passage to Australia.

Neill recalls his father – a plumber and gas fitter for the South Brisbane Gas and Light Company – taking his family to Moorooka to board the Ekka-bound tram for a day of watching ringside events, enjoying the Sideshow Alley rides and sampling every food offering or brochure they could get their hands on before coming home to unpack all their collected goodies.

Come the 1970s and Neill is a young man plying his trade as a taxi driver with Yellow Cabs, where he serviced the Showground cab ranks during the Ekka for almost a decade.

"Yellow Cabs have been ferrying people to and from the show since 1924 when the taxi drivers used to have to park alongside horse and cart," Neill said.

These days, travelling to and from the Royal Queensland Show has never

been easier for Ekka patrons with an extensive number of taxis, and regular and frequent public transport services. For most, the ease and comfort offered by Brisbane's two taxi fleets means they are often the preferred means of transport after a long day enjoying the Ekka sights and festivities.

"All members of cab fleets eagerly await the Ekka each year," Neill said.

"It's a busy but enjoyable time for the local taxi industry. At the end of the day it's great to pick up an exhibitor or bushie and to hear all their Show stories and highlights."

An initiative of the Taxi Council of Queensland, the Ekka has offered patrons a dedicated taxi rank on Gregory Terrace for decades.

A highlight of the taxi industry's calendar is the "Cabbie Breakfast" at the RNA Showgrounds held prior to the start of the Show.



Neill Ford playing Polo in a Tournament

"Cabbies are long regarded as providing great local advice and wisdom so it's important we know what's going on. The breakfast provides an overview of Show attractions, new initiatives and general traffic and safety information for drivers and patrons. It's also a great forum to catch-up over breakfast with fellow cabbies," Neill said.



Above: Fifty additional cabs arriving in Brisbane from the ship "Canadian Constructor" on 13 September 1926.

Right: Central Brisbane in the late 1920's showing a Yellow Cab and a horse drawn cab on the same taxi rank.





E9: Sideshow Rides (YoGo Alley)

The XXXL is the latest extreme ride with a rocking and twisting action that takes riders from 30 metres upside down to face down near the ground: maxing at 360 degrees of 7.5 G force.

If you prefer a more grounded experience, popular sideshow alley veteran the Dodgem Cars has had a makeover, promising even more driving and dodging action.

O9: Ekka IgNITES (Energex Community Arena)

Watch as the monster of a machine, the Jet Truck, goes from zero to 200km/h in just 11 seconds. The Jet Truck will be powered by 160 litres of jet fuel during its three minute run around the arena.

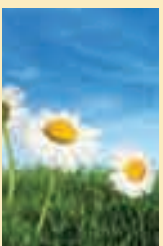
L15: The Ekka 'Deli' bag

The very best produce and products are on display at the Ekka and for the first time visitors will have a chance to sample some of the Show's winners through the Ekka Showbag on sale at the Woolworths Fresh Food Pavilion. This Showbag will be made up of sample products from many competition categories be it cheese, wine, beef or baking. You can opt to dine in or take away.



O18: Coffee Club Parades

The Coffee Club Parades are the largest and longest running public fashion event staged in Australia, attracting 50,000 show goers annually. Buy your Ekka tickets online and book your free reserved seating at the Coffee Club parades.



R14: SignatureBrisbane Backyards

Brisbane's backyard culture will be one topic of interest at this year's Ekka with SignatureBrisbane creating a glorious interactive outdoor garden for children to explore,

while parents learn about agriculture in their own backyard.

WHAT'S NEW & FAB



Channel Nine Broadcast Centre

For the very first time Channel Nine is taking its 6pm News Bulletin out of the studio and onto location at Ekka 2009. Throughout the 10 days of Ekka, the News Bulletin will be coming to you live from the purpose built Channel Nine Broadcast Centre which overlooks the Energex Community Arena.

ULOUS AT THE EKKA

N O P Q R S T U V W X Y Z

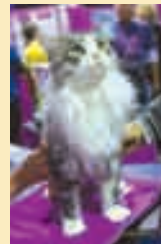


N O P Q R S T U V W X Y Z



T4: Peters Enchanted Forest

Fun abounds in this little haven where you can join in the Peters Ice Cream Eating Competitions, see what you can create with the new Peters Ice Cream Sticks, Sunny Queen Egg and Spoon Races, and Dairy Farmers Sack Races.



X14: Felines

For the first time in Ekka competition history felines will make their entrance at the Show. As well as championship classes, the cat competition has a Kitten and Companion Class, so regular cats can have their fun as well. Everyone is welcome to show their tabby, as long as their cat is de-sexed.

V16: Little Miracles

To teach a new generation of city children about the realities of life the RNA has created a 'new life centre' where lambs will be born during the Show. This purpose built facility has two pre-birth holding pens, a pre-birth pen, delivery room, post-birth/ICU and newborn corner.



S21: Canine

New breed classes for baby puppies across all breeds will cement canine as the cutest competition and probably the most entertaining at the Show. There are 215 different breeds on show throughout the Ekka. Also in 2009 a new breed the White Swiss Shepherd.

T15: Kronosaurus Korner

Kronosaurus Korner gives Ekka visitors a 100 million year trip back in time complete with real dinosaur fossils. The Korner is home to Australia's most exciting Marine Fossil display, providing information on the Cretaceous Inland Sea that covered a large section of Queensland 120 million years ago.



ROYAL QUEENSLAND

FOOD AND WINE SHOW

Beef, wine and dairy producers play a significant role in Queensland injecting millions annually into the State's economy.

So what makes Queensland products sell and how can we market our products in a bid to compete with those produced in other States?



According to the RNA President Dr Vivian Edwards OAM brand recognition is what sells products and the launch of the Royal Queensland Food and Wine Show brand at this year's Ekka will go a long way in supporting Queensland products to compete in the national and international arena.

"For the first time Show competition entrants will have an opportunity to display a gold, silver or bronze medal sticker on their products in the beef, wine and dairy categories," Dr Edwards said.

"In consultation with competition entrants the RNA has developed the Royal Queensland Food and Wine Show brand to support the marketing of those

Queensland products that demonstrate excellence," Dr Edwards said.

Competitions are a significant component of the Royal Queensland Show attracting more than 30,000 entrants annually. The development and implementation of a food and wine brand, underpinned by a comprehensive marketing campaign, is heavily supported by most of the organisations and individuals involved.

One such supporter is Australian Agricultural Company Ltd (AA), Domestic Sales Manager Denis Conroy. Mr Conroy, on behalf of AA, collected the 2009 John Kilroy Cha Cha Char Trophy under the MSA branded beef entry for the 1824 brand.

According to Mr Conroy, Show competitions play a vital role in the future marketing of products and any recognised brand that supports this can only be of benefit to an organisation's bottom line.

"Consumers have become increasingly aware of and take pride in the food they eat and prepare. Where once wine courses were taken it is now common for consumers to undertake food courses," Mr Conroy said.

"The every day purchaser is after quality and what better way to demonstrate this than through the introduction of a brand on all packaging which endorses the product at Show level.

"The Ekka is widely considered one of the preeminent competitions in the beef category and a brand that can be recognised nationally and internationally will certainly help our sales figures," Mr Conroy said.

Seasoned entrant Mark Ravenscroft, who won the 2008 Royal Qld Wine Show Qld Wine Press Club Trophy, and Department of Tourism, Regional Development and Industrial Trophy for his signature label, Ravenscroft Wines, also endorses the brand. Mr Ravenscroft however has a caveat, stating that the brand and all it represents must be heavily supported by an education and marketing strategy to ensure its recognition.

"Winning a competition means that as winemakers we are on the right track. For consumers however, it means they are purchasing a product which stands out from the pack.





No barbecue book would be complete without a definitive steak recipe. Over the many years that I have cooked beef steak on the barbecue, I know this is the best method. Of course choosing the correct beef cut is really crucial to the finished product. Cook your steak this way and never serve it any further cooked than medium.

THE PERFECT BARBECUE STEAK

by Peter Howard

*With the launch of his latest cookbook **BBQ Collection: The Ultimate Guide to Cooking on the Grill**, Peter Howard has managed to show the versatility of this Aussie icon. For more than eight years Peter has been demonstrating to Ekka visitors how to cook and prepare award winning beef at the Show in addition to his regular spot in the Taste of Queensland Kitchen where Peter and Alison Alexander showcase great Queensland produce. Who better to tell us how to prepare the perfect BBQ steak than Peter Howard.*

**4x4cm thick sirloin steaks, well marbled
salt and ground black pepper
light olive oil**

Serves 4.

1. Trim as much fat from your steaks as you like but ensure that at least ½ centimetre is left; importantly, always remove the meat you will barbecue at least 10 minutes before use.
2. Spray the steaks with oil and place onto the very hot plate. Leave to sit for 2 minutes without disturbing the meat. Do not at any time puncture the steaks with forks or knives as you release the vital juices of the meat.
3. Spray the steaks lightly with oil and turn onto another part of the very hot plate. Cook a further 2 minutes.
4. Flip the steaks again but this time onto the grill and cook for 2 minutes each side sprinkling with salt and pepper as you turn.
5. Remove and allow to rest for at least 5 minutes before serving. This gives the meat a chance to set and means that the red juices do not run all over the plate.
6. Serve the steak onto individual plates with vegetables or salad of your choice and at least one good mustard.

“In the wine industry gold stickers are over virtually every bottle of wine. To ensure the Royal Queensland Food and Wine Show brand gets the recognition it deserves from consumers we need to ensure they understand what it represents,” Mr Ravenscroft said.

The consumer education of the brand is something which the RNA has taken very seriously having developed a comprehensive strategy to introduce and grow the brand. Commencing in 2009 with beef, wine and dairy products, the 2010 Show will see the inclusion of products such as chocolate, sausages, lamb and coffee.

The value the RNA places on excellence in food and wine is further highlighted under the redevelopment of the Showgrounds. As part of the Masterplan the John Reid Pavilion will be converted into a Food Market similar to Melbourne’s Victoria Markets – where people can go daily for their fresh produce and to select the very best in Queensland products.

Visitors to the 2009 Ekka can have their first sample of Royal Queensland Food and Wine Show winners by purchasing the Ekka Showbag. This Showbag will feature sample products from many competition categories including cheese, wine, beef or baking and the real benefit... you can opt to dine in or take away.



LEARNING EQUALS FUN

“Tell me and I’ll forget; show me and I may remember; involve me and I’ll understand.”
Chinese Proverb

The Ekka is an incubator for learning. Each element of the Show, be it urban or rural, fun or factual offers visitors of all ages a new perspective.

Over 10 days the RNA Showgrounds is transformed into an outdoor classroom where all the senses are stimulated. Taste, touch, sight, smell and sound are faced with new and interesting things to inspire and to understand.

RNA President Dr Vivian Edwards believes the education component of the Ekka is fundamental to its longevity.

“Each year the 21 RNA Councillors, who manage every element of the Show, look at different ways to interest and educate our visitors. Like the Show itself they draw on what is happening in society or what our children are learning in school but they always keep in mind that learning is about having fun,” Dr Edwards said.

“In 2009 some really interesting educational components have been

added. In the Sunny Queen Smile Zone a lamb new life birthing centre has been constructed to show children from the city the cycle of life that country kids see on a daily basis.

“The Education on Show competition this year has been linked to the Q150 celebrations and for the first time students can express their creativity and ideas through various mediums such as sculpture, collage, posters or performance videos. We take our responsibility to educate very seriously as we try to adapt to what is needed and what is fun to participate in,” Dr Edwards said.

Bursaries are another way the Ekka supports learning. Financial support is



given in the areas of agriculture and, more recently, wine making.

The RNA are supporting the Queensland wine industry and budding winemakers by providing the RNA Student Winemaking Excellence Bursary. This bursary is open to students in Year 11 or 12 from the Gateway Schools for Wine Tourism (GSWT) who have successfully participated in the Young Winemakers Program conducted at the Queensland College of Wine Tourism.

A second bursary is also provided for one Queensland Winemaker, aged between 18 and 40 currently working in Queensland. The recipients of both bursaries have the opportunity to participate in a week long immersion visit to another wine region with a view to encountering new experiences in a different wine producing and tourism environment and increasing their knowledge base.



Hands on Learning: a school group enjoys the interactive fun of the Ekka Learning Trail

SHOW CAMP

The Brisbane Show Camp has been held at the Ekka since 1927, originating with the Pig Club Camp for Boys. Today the Show Camp focuses on students' development of literacy skills through researching, interviewing, writing and editing articles published in the Ekka Courier, the Show Camp publication. In addition to copy writing skills, the Camp focuses on technological programs including digital cameras, digital video cameras and iPods. The iPods are used to produce podcasts of events around the Ekka.

Show Camp manager Keith Enchelmaier said the experience offered through this education initiative was something the participating students would never encounter during their average school day.

"The Show Camp students rave about the experience and how they never dreamed of being able to report on events while right in the heart of the Ekka action," Mr Enchelmaier said.

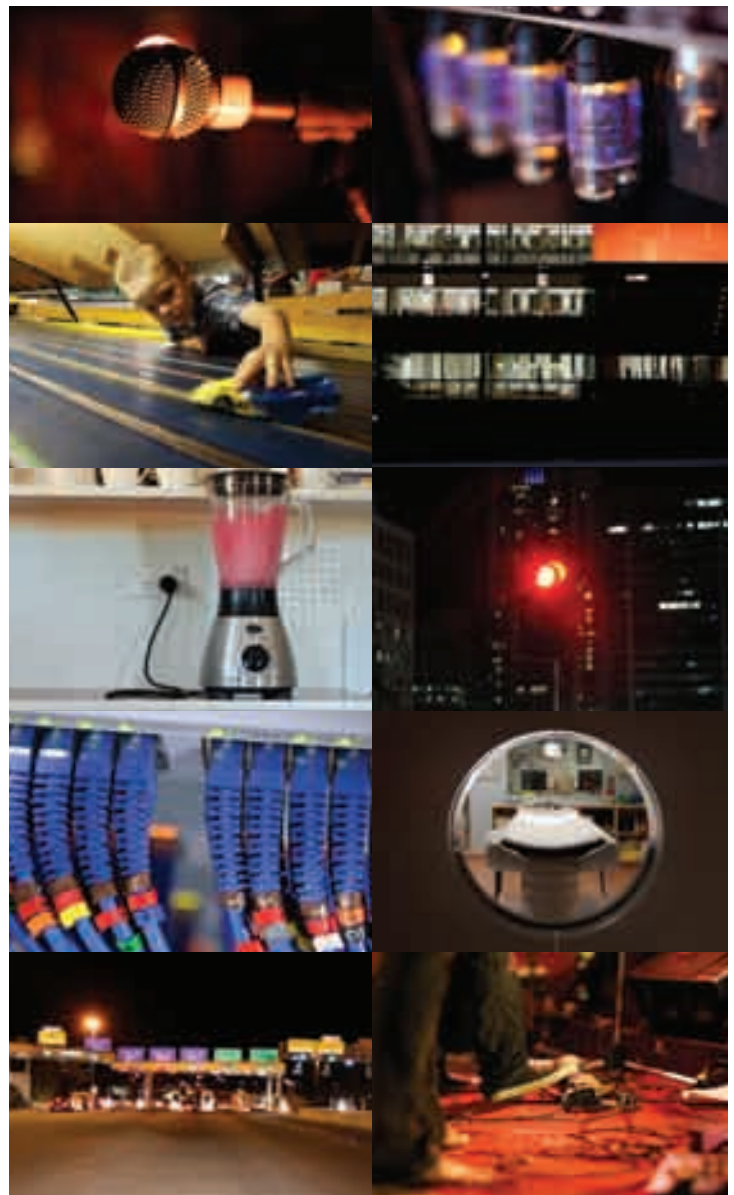
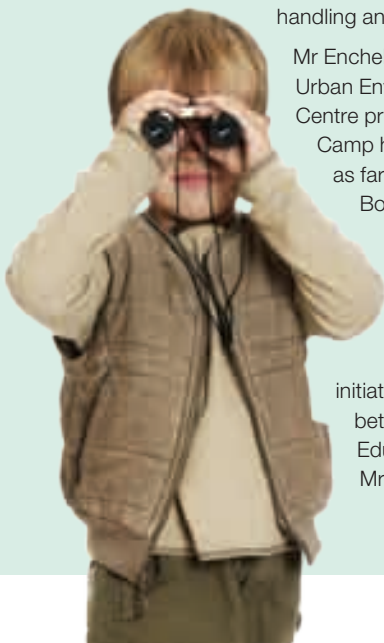
"Reporting on real situations in real time is something students don't normally encounter in the classroom. Through the Ekka Show Camp students are undertaking important school work by honing their English and writing skills, and all outside the classroom."

Each year the Show Camp opportunity is offered to 20 lucky students, from both urban and regional areas.

A unique selection process is used to single out the students from Grades 6 and 7 at Queensland state schools. The process involves students submitting two documents on specific subjects and genres set by the Brisbane Urban Environmental Education Centre, who later assess the material. The students then live in at the Ekka, becoming involved in special educational activities from reporting on the Ekka events to first-hand experience with handling and judging show livestock.

Mr Enchelmaier, who is also Brisbane Urban Environmental Education Centre principal, said this years Show Camp has attracted students from as far north as Cairns and west to Bollon, along with a selection of local students.

"I have a very high opinion of Show Camp and the benefits it holds for participating students. The initiative is a brilliant partnership between the RNA and Education Queensland," Mr Enchelmaier said.



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THE EKKA –

THAT'S ENTERTAINMENT

Year after year the Ekka attracts some of the biggest names in the entertainment industry. Think Screaming Jets, Mental as Anything, Sneaky Sound System, The Living End, Grinspoon, Spiderbait and Regurgitator for starters.

This year the line up is as impressive as ever. Queensland audiences can be romanced by internationally renowned Australian group, The Ten Tenors at the Ekka Sunday Sunset Concert presented by Queensland Rail.

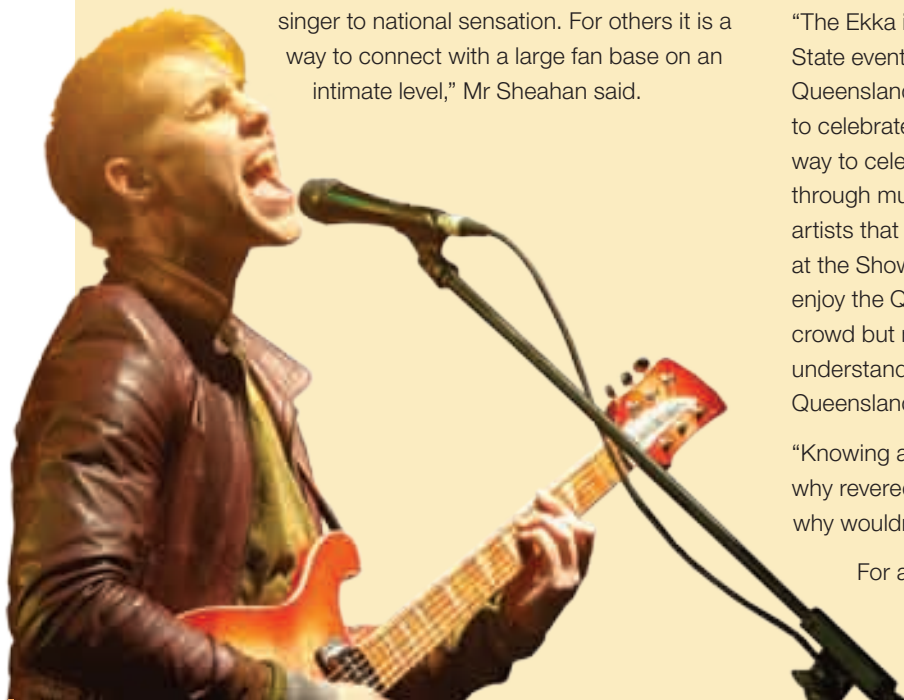
Audiences can be captivated by Something For Kate frontman Paul Dempsey and renowned Brisbane signer songwriter Andrew Morris. Or if you are after little more rock, the six time ARIA nominated band Evermore is playing throughout the Show as is Jebediah frontman Bob Evans.



There is no question that some of the biggest national and international names in the music industry perform at the Ekka, the question is: why artists, who are adored by a global audience, choose to perform at Ekka?

According to Ekka Entertainment Production Manager Denis Sheahan of Denis Sheahan Event Management, loyalty is the reason top name artists continue to perform at the Ekka.

“For bands who originated in Queensland it is a simple case of artists wanting to return to their roots and perform for a crowd who helped lift them from local singer to national sensation. For others it is a way to connect with a large fan base on an intimate level,” Mr Sheahan said.



The Ten Tenors are a classic example of global performers coming back to their roots. What began as a group of Queensland Conservatorium of Music students, performing as a way to earn some pocket money, The Ten Tenors are now one of the most successful worldwide touring acts, averaging 250 international concerts each year.

This group of young men continue to appreciate their hometown audience and recognise the importance of the “People’s Show”.

“The Ekka is an iconic State event that brings Queenslanders together to celebrate. What better way to celebrate than through music. The artists that perform at the Show not only enjoy the Queensland crowd but more importantly, understand why the Ekka is an essential part of the Queensland psyche,” Mr Sheahan said.

“Knowing all that the Ekka has to offer, the question isn’t why revered artists perform at the Ekka, the question is why wouldn’t they,” he said.

For a complete Ekka line up visit www.ekka.com.au





Don't miss The Ten Tenors performing live in the inaugural Ekka Sunday Sunset Concert at Nova Park on Sunday 9 August at 5:30pm.



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What's On

August

Bridge to Brisbane

Sunday 30 August 2009

The Sunday Mail Suncorp Bridge to Brisbane fun run is on again and is set to be bigger and better than ever. Join in the fun on Sunday 30 August as more than 40,000 anticipated participants of all ages and fitness levels take part in Queensland's biggest annual fun run.

Proceeds from this year's event will help raise crucial funds for the major charity beneficiary, the Heart Foundation, whose mission is to reduce the number of people living with, or dying from, heart, stroke and blood vessel disease.

To enter visit bridgetobrisbane.com.au



September

Sounds of Spring 2009

Saturday 26 September 2009

Brisbane's own Sounds of Spring music festival will once again open its gates to an impressive line-up of the country's best indie acts. From The Living End to Josh Pyke, The Beautiful Girls to the Butterfingers, the Sounds of Spring invites you back for a bigger, better, louder festival in every way.

A complete line up of performers, email-updates and tickets are available online.

For more information visit www.soundsofspring.com.au



September

The 8th Vintage Speedcar Spectacular

Saturday 12 September 2009

The 8th Vintage Speedcar Spectacular will be held at the RNA Showgrounds on Saturday 12 September, from 9am and will feature up to sixty fully restored speedcars from all over Australia, running demonstration laps around the no.1 Oval.

The Vintage Speedcar Association (Qld) Inc was formed in 1983 by a group of devotees concerned with keeping speedcar history and old speedcars alive and restored to their former glory. The club has in excess of 130 members and meets on the second Tuesday of each month at their clubhouse in Market Street, Newmarket.



For further information visit www.vsaq.net

September

Going Green Expo

Friday 18 - Saturday 19 September 2009

The Queensland Environmental Protection & Sustainability Exhibition will be held at the RNA Showgrounds in September.

Sponsored by the Queensland Government Going Green will showcase the latest products and sustainable ideas for business and consumers that reduce environmental impact and don't cost the earth!

Going Green Expo is the A-Z of sustainability across all industry sectors from organic food and beverages to footballs and fabrics, green transport and ecotourism to solar and alternative energy solutions. The expo will showcase all the latest ideas and innovations to improve the environmental health of your business or home.

For further information visit www.goinggreenexpo.com.au

Australia's Best Selling Calendar: Get yours at Ekka 2009

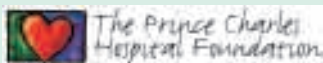
Every year, Queensland's legendary and rather attractive firefighters produce and sell the *Queensland Firefighters Calendar* to raise funds for the Royal Children's Hospital Foundation (RCHF) Children's Burns Unit – the largest paediatric burns centre in Australia.

The Firefighters Calendar has raised a total of \$650,000.00 for the RCHF over the years – funds that directly assist the Children's Burns Unit *scar wars program*, to eliminate scarring in children.

The funding also helps create prevention programmes to educate the public about dealing with fire on a daily basis. Messages like "Put your camp fire out with water, not sand" and "Install a smoke detector" are well known messages.

Firefighters come to the Ekka from all over the State to sell the calendars. Come and meet Ian and Michael from Rockhampton, Matty from Emerald, "Big Wal" from Townsville - you'll hear them yelling and selling outside the b105 Showbag Pavilion every hour of the day.

For more information on the *Queensland Firefighters Calendar* or the Royal Children's Hospital Foundation (RCHF) Children's Burns Unit visit www.firefighterscalendar.com.au



Make it a sundae every day at EKKA

Mouths will be watering on the opening day of the Ekka as Charlie the giant strawberry sundae arrives, fresh from his tour of Queensland. Charlie's deliciousness will require an entourage of bodyguards in scrubs to protect him from the licking tongues of the crowd as he makes his way to Strawberry Square.

Charlie is this year's mascot for the more than 1000 volunteers serving iconic strawberry sundaes to help The Prince Charles Hospital Foundation support life changing medical research.

The Prince Charles Hospital Foundation funds research which improves the lives of people with lung cancers, heart failure, asthma, cystic fibrosis, mental illness and degraded joints.

Enjoying a delicious iconic strawberry sundae (or two!) at this year's EKKA will help The Prince Charles Hospital Foundation continue to support this life changing work, such as the development of a fully implantable artificial heart.

Find out more about the work of The Prince Charles Hospital Foundation online at www.tpchfoundation.org.au or call us on 3139 4636.



2009 Ekka Team

many thanks for your generous support



GRAND CHAMPION



CHAMPION



BLUE RIBBON



WARNING! HEAPS OF ENERGY

Available at Ekka 2009

