

## SHOWBIZ

SUMMER

INSIDE  
THIS ISSUE

- Two exhibitors from Ekka! 2007 discuss their business successes
- The RNA implements a brand new online entries system
- An update from the beef cattle committee
- Upcoming events at the RNA Showgrounds
- Special offers inside

THE MAIN ARENA...  
NEW AND IMPROVED

THE RNA SHOWGROUNDS' MAIN ARENA IS OPEN FOR BUSINESS – WELL IN TIME FOR THE 132<sup>ND</sup> EKKA.

Work on the oval associated with the construction of the North South Bypass Tunnel (NSBT) which began in September has finished three months ahead of schedule. The NSBT – set to connect Woolloongabba with Bowen Hills – runs directly beneath the Arena.

"We are thrilled with the result," said RNA Chief Executive Jonathan Tunny. "The Main Arena can once again host world class outdoor events, thanks to new turf and a state-of-the-art laser levelled playing surface to rival that of the Gold Coast Titans."

"This was a great example of the RNA working with the NSBT construction teams to ensure that our needs and requirements are met and any disruption to the RNA business is minimised – a process we will continue to take with any future projects that impact our site."



Heavier than usual January rainfall has done wonders for the new grass – and thanks to some sophisticated water saving technology the oval will reap the benefits for months to come. "We are now able to capture and store run-off rainfall beneath the Main Arena," explained Mr Tunny. "We are exploring opportunities for additional rainwater tanks to be installed around the perimeter as well."



RNA PROJECT MANAGER ANDREW ILES, PRESIDENT DR VIVIAN EDWARDS OAM AND CORPORATE SERVICES MANAGER BRENDAN CHRISTOU DO THE TURF-LAYING HONOURS



RNA PRESIDENT DR VIVIAN EDWARDS OAM

EKKA!®

7-16 August 2008

## THERE'S NO BUSINESS LIKE SHOW BUSINESS

WITH SPACE LETTING SOON TO BE UNDERWAY FOR THE 2008 EKKA, WHAT BETTER TIME TO VISIT SOME OF THE SMALL BUSINESS SUCCESS STORIES OF THE ROYAL QUEENSLAND SHOW PAST AND PRESENT.

The Ekka is a unique retail environment. Though only once a year, it captures the attention of Queenslanders and beyond; and is the perfect place to launch new products, generate sales and come face to face with your customers. That's why many of our exhibitors come back year after year.

Keeping it fresh and innovative will continue to help position your business ahead of the game and ensure continued success beyond the buzz of the Ekka.

Showbiz spoke to two small business owners – one long established and another just starting out – who have converted their Ekka success into year-long sales.

## PAUL ACKERLEY, GIRAFFIC PARK

GIRAFFIC PARK HAS BEEN A RETAILER OF LOVELY 'CHILDREN'S CLOTHING WITH A DIFFERENCE' FOR ALMOST TWENTY YEARS. AS WELL AS RUNNING A RETAIL SHOP IN HOBART, OWNERS PAUL AND JILL ACKERLEY SELL THEIR WARES AT ROYAL SHOWS AND MARKETS AROUND THE COUNTRY, AND HAVE HAD A POPULAR STAND IN EKKA'S JOHN REID WOOL PAVILION FOR THE PAST THREE YEARS.

*Tell me a bit about Giraffic Park...*

19 years ago, whilst employed at the Hydro-Electric Commission in Hobart, my wife and I decided to try a small stall at local markets. We purchased and imported a small amount of clothing from Asia and sold it quite successfully. We repeated the exercise on a slightly larger scale and again were successful. However, as the quantities were small, we did not make a profit, having the expenses of travelling to Asia and import costs to deduct. In fact, we lost quite heavily, but we knew that it worked, so we then invested a much larger sum, purchased a lot more stock and began to come out in front.

*How did you come to have a site at the Ekka?*

Two ladies visited our shop one day and suggested that we should sell at the Ekka. I agreed (not knowing what they were talking about) and to my surprise two weeks later received a call from Ekka requesting that we apply as the Secretary's wife had seen our shop and thought that our clothing would be very popular. Thank Heavens for that visit!

*How has exhibiting at the Ekka helped grow your business?*

"Popular" was not what we expected. Four of us were almost run off our feet. The following year the business doubled with many repeat and more new customers. In 2007, despite the flu scare, we almost equalled the previous year with many repeat customers searching us out as we had moved to another building.

Last year, based on the success at Ekka, we did the Sydney, Canberra, Adelaide and Melbourne Shows. Sydney blew us away, but Canberra (only three days) was extremely successful. From all of the Shows our wholesale business has grown dramatically. We are now looking at doing a lot more smaller shows in between the majors and seeing more of our country at the same time.

*What is your ultimate goal for the business?*

We are hoping to increase our business – both retail and wholesale – employ staff to assist, and have a little more time to enjoy the benefits of many years of long hours, seven days per week. A larger shop has been a goal for some time as we would like to increase the adult range and include bronze statues and figurines. These we currently import in small numbers and sell through another outlet. Some are exquisite but unfortunately too heavy to freight to shows.

Without Salamanca Market in Hobart which gave us the initial start and growth and that fortunate visit from the Secretary's wife we would not be where we are today. Thank you Ekka, you gave us the push and exposure we needed.

## NEW COUNCILLOR: MS CATHERINE SINCLAIR

THE RNA EXTENDS A WARM WELCOME TO MS CATHERINE SINCLAIR, WHO WAS APPOINTED COUNCILLOR AT THE NOVEMBER COUNCIL MEETING.

Ms Sinclair is a company director and consultant with vast experience in corporate and strategic planning, and has worked across a large range of organisations. Ms Sinclair will be a major asset to the Association, particularly with the development of the new corporate plan and providing advice with respect to governance matters.

# AIMEE OLIVER, THE CUPCAKE PARLOUR

WITH HOMEY ARTS OF A BYGONE ERA LIKE BAKING, KNITTING AND CRAFT MAKING A BIG COMEBACK, IT COMES AS NO SURPRISE THAT THE CUPCAKE PARLOUR'S DELECTABLE ICED TREATS ARE RUNNING OFF THE SHELVES. AIMEE AND RYAN OLIVER EXHIBITED FOR THE FIRST TIME AT EKKA 2007; SELL FROM MARKETS ALL OVER BRISBANE; AND HAVE JUST OPENED THEIR FIRST SHOP AT VULTURE STREET, WEST END.

*How did you come to start the Cupcake Parlour business?*

One afternoon 18 months ago, whilst I was waiting for my partner, I strolled down to Borders Books and came across a gorgeous little cupcake book in the cooking section. It was at that moment I decided I was going to take over the world with cupcakes.

From there I started at the West End markets at a lovely time of 4 am on a Saturday. So there I was with butterflies in my stomach, no umbrella base, torrential downpour and cupcakes that had just taken me all night to bake. Then before I knew it I had sold all the cupcakes and the market had only been going for a couple of hours! We are now at six different markets.

*You were one of the most popular stands in the Woolworths Fresh Food Pavilion at the 07 Ekka; how did you find exhibiting helped your business?*

Exhibiting at the Ekka was the best thing we ever did. To this day I still get people calling me asking if I am the cupcake girl from the Ekka. Although it was ten days of insane madness with no sleep, running on pure cupcake adrenalin (by the way this is a new flavour coming soon), our business skyrocketed from all the fantastic exposure. Ryan and I are still bearing our sling shot wounds and are yet to find our heads. The Ekka most certainly is a major reason our business is where it is today.

*What are the biggest challenges you have faced as a small business owner?*

My biggest challenge as a small business owner is trying to become a big business owner! As a young businesswoman it has meant facing all sorts of interesting challenges; everything from having to make the right decisions to grow my business successfully and understanding how to learn from my mistakes. Having to start at 1am on a Saturday and Sunday for the last eighteen months has meant having to almost throw my social life out the window!

*What's your ultimate goal for the business?*

Firstly my little shop at 60 Vulture Street, West End; then retail chain/franchise; then The Cupcake Parlour Perfume (you know you've made it when you have your own cologne) ... the sky's the limit.

*What's your favourite cupcake flavour in your repertoire?*

My favourite cupcake would have to be my choccy fudgy Centre of Attention! But this is just until I come up with another favourite – they change weekly with my new flavours!



## \* DISCOUNT COUPON \*

### SPECIAL WELCOME OFFER

Present this coupon at the new Cupcake Parlour shop at 5/60 Vulture Street, West End, Brisbane to receive a free coffee with any cupcake purchase.

1 coupon per person. Offer valid until 31 March 2008.



# ONLINE ENTRIES IN 2008

## THE RNA IS IN THE PROCESS OF IMPLEMENTING A BRAND NEW INTERNET ONLINE ENTRIES SYSTEM FOR EKKA 2008.

At this stage, four sections will be offered the opportunity to complete their entries online: Canine, Wine (Royal Queensland Wine Show), Beef and Horses. It is expected that new sections will be added to the online system over subsequent years; however the current manual process will still remain in place.

The system, developed in conjunction with Web agency JSA Digital, will allow competitors to enter their details quickly and securely and access their confirmed entries almost immediately.

"The RNA is excited about this technology," said Corporate Services Manager Brendan Christou. "This will be a more accurate and efficient way of doing things – both for competitors and RNA staff, and it is hoped that more sections will be available online with each passing year."

The Entries team receives around 27,000 entries in the lead up to each Ekka. They are spread across 22 sections of competition held prior to and during the Show.

The Internet online entries system will be launched in early March. For further enquires, please phone the Ekka Entries team on 07 3852 1831.

# STUD & PRIME CATTLE UPDATE FROM THE BEEF CATTLE COMMITTEE

In 2008 the Stud and Prime Cattle sections will continue to access experts in the field of data management to extend external data collection and radio transmission of weighing, scanning and result information with automatic download to the Ekka website and Queensland Country Life - another Royal first for Brisbane! Prime Beef and Stud entries will be accepted on the web with meaningful cost savings to exhibitors and the Association, which will be embraced by a large number of our exhibitors. The RNA will be recognising those exhibitors who have been coming to the Ekka for up to four generations, with awards presented in recognition of their on-going enthusiasm and loyalty.

The focus on small acreage livestock will see a dedicated Main Arena judging for the first time in the Association's history, which reflects the rapidly expanding interest in small breeds with a big future.

Changes to our regulations requiring all led animals to have nose rings will make our Show Ring a safer, more secure exhibition of Australia's finest Stud and Prime Cattle. The RNA will continue to expand and strengthen the competitions that involve the many Rural Youth Groups from schools in Queensland and Northern and Central New South Wales.

The RNA Career and Training Expo – held for the first time in 2007 – demonstrates the Council's understanding of the shortage of young, enthusiastic employees in rural Australia. This Expo gathers together some of Australia's largest employers and Colleges to present students with a range of opportunities within the rural sector.



MR TONY GOODEN (ELDERS) AND MR DAVID BONDFIELD (PALGROVE CHAROLAIS STUD) WITH PALGROVE ATOMIC – CHAMPION OF CHAMPIONS BULL 2007



# RED CROSS NIGHT CAFÉ – HOW YOU CAN HELP

RED CROSS NIGHT CAFÉ OFFERS HOMELESS AND VULNERABLE YOUNG PEOPLE A SAFE SPACE WITH HOT MEALS, SHOWERS, ACTIVITIES AND REFERRAL TO HEALTH AND ACCOMMODATION SERVICES. IT IS OPEN TUESDAY AND THURSDAY EVENINGS AND SUNDAY AFTERNOON AND IS CURRENTLY LOCATED IN THE BASEMENT OF BRISBANE CITY HALL.

It is estimated that a quarter of the 100,000 homeless people in Australia are aged between 12 and 18 years. Every night about 100 young people under 25 sleep on the streets of inner-city Brisbane.

You can make a real difference to the lives of the young people who visit the Night Café by donating your time as a volunteer, or by collecting personal items such as unused combs and brushes; soaps and shampoos; towels and blankets; and \$5 phone cards to keep in touch with family.

Please contact the Red Cross Corporate Relations team on 07 3367 7211 to donate your time or to arrange delivery of your goods.

## EDUCATION UPDATE

NOW IS THE IDEAL TIME FOR TEACHERS AND CARERS TO START PLANNING THEIR STUDENTS' TRIP TO THE 2008 EKKA.

With this in mind, the RNA Education Officer has created the Ekka Education Kit – a handy guide for teachers that includes information on Show history, key event dates, RNA initiatives and other activities including:

- RNA Career and Training Expo
- Primary Industries Week – Rural Discovery Day
- Animal Boulevard
- Ekka Rural Trail
- Education on Show
- Show Camp

The Ekka Education Kit can be downloaded from the Ekka website ([www.ekka.com.au](http://www.ekka.com.au)) or obtained by phoning the Education Officer on 07 3852 1831.

## CALLING ALL APPLICANTS

THE RNA IS A PROUD SUPPORTER OF THE COCA-COLA REGIONAL SCHOLARSHIP PROGRAM.

The Program has been developed by the Australian Council of Agricultural Show Societies representing capital city Royal Shows – including our very own Ekka – and Coca-Cola Amatil. Its purpose is to support rural youth in Australia to complete their tertiary studies in courses that will benefit regional Australia.

Students completing agricultural subjects at university or TAFE colleges and who demonstrate an active involvement in their local Show society are invited to apply for one of thirty-three scholarships offered throughout Australia. Award cheques will be presented to Queensland winners at a special ceremony at this year's Ekka.



Applications for the RNA Coca-Cola Regional Scholarship Program (Queensland) close 30 June 2008, with further details available from [www.acas.asn.au/coca-cola](http://www.acas.asn.au/coca-cola).

## GOODBYE AND GOOD LUCK!

RNA STAFF FAREWELLED ONE OF THE ASSOCIATION'S LONGEST SERVING STAFF MEMBERS AT A PRESENTATION ON 1 FEBRUARY.

Event Officer Anita Fleming joined the RNA in 1979 as Secretary to the Accountant. After several years in this role, Anita became Secretary to the Assistant Director of Special Exhibitions, and has been working in this area ever since. As well as seeing a great deal of change around the organisation, Anita says she has sat at most desks in the Administration office!

In her new-found spare time Anita plans to travel and continue boating with husband, Dennis.



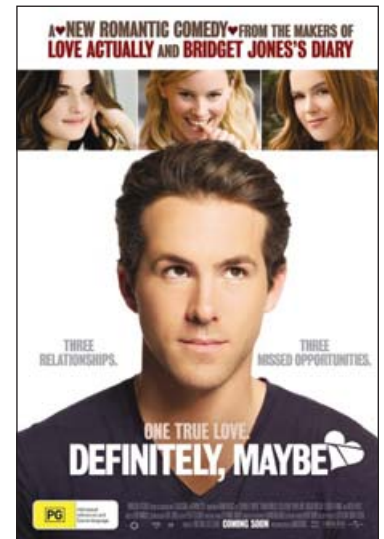
EVENT OFFICER ANITA FLEMING WITH FELLOW TEAM MEMBER AMANDA FOX

## UPCOMING EVENTS AT THE RNA SHOWGROUNDS

## MOVIE TICKET GIVEAWAY – 'DEFINITELY, MAYBE'

Will Hayes is in the midst of divorce when his 10-year-old daughter, Maya, starts to question him about his life before marriage. Will recounts to her the story of the three women who have shared his life. As Maya attempts to figure out which of the women became her mother she begins to understand the complexity of love and Will realises that it's never too late to go back. Starring Ryan Reynolds, Rachel Weisz and Isla Fisher, 'Definitely, Maybe' is a touching romantic comedy in cinemas February 14 (rated PG).

Showbiz has 15 x double in-season passes to give away to RNA members. Email your name, address and membership number to [giveaways@ekka.com.au](mailto:giveaways@ekka.com.au) for your chance to win. Entries close Monday 25 February 2008.



## SNAPSHOT

RNA PRESIDENT DR VIVIAN EDWARDS OAM TELLS CHANNEL 10 NEWS ABOUT THE RNA SHOWGROUNDS' NEW MAIN ARENA SURFACE ON 12 DECEMBER 2007.



The Courier-Mail Sunday Mail Home Show 2008

1 – 9 March

10am – 6pm daily

More than 300 exhibitors will display their products and services at the 2008 Home Show. See new products, DIY demonstrations, and much more.

Paper Crafts Festival

14 – 16 March

From 10am daily

A huge variety of stamping, scrapbooking, paper arts stalls and activities for the kids as well as door prizes, giveaways, and much more.

Spectacular Petacular

15 – 16 March

9.30am – 4pm daily

Animals of all kinds, amazing new pet products plus daily appearances from Dr Harry and Ranger Stacey!

Tradesman's Expo

28 – 30 March

10am – 6pm daily

Tradesmen from all fields coming to see the latest products and services like utes, excavation equipment, tools and more.

Visit [www.rnashowgrounds.com.au](http://www.rnashowgrounds.com.au) for more information on upcoming events and venue hire.

# EKKA HONOURED AT TOURISM AWARDS

THE RNA WAS THRILLED WITH ITS RESULT AT THE 2007 QUEENSLAND TOURISM AWARDS, HELD IN TOWNSVILLE IN NOVEMBER.



The RNA entered the Festivals and Events Category for the 2006 Ekka event and was named an Award Finalist.

"This is the first time the RNA has entered such a prestigious competition, so we are extremely pleased to have been listed as a finalist," said Sue Thomson, RNA Manager - Marketing, Sales and Sponsorship.

"These Awards, particularly this category, are hotly contested and the calibre of entries is very high.

"The 2006 Ekka was a great event, and I am so pleased that the RNA has been recognized for their work and for the event's success."

High profile events from across the State, including the North Queensland Cowboys Home Game Series and Toowoomba Carnival of Flowers, were also nominated in the field.

Visit [www.queenslandtourismawards.com.au/awards\\_night.html](http://www.queenslandtourismawards.com.au/awards_night.html) for a full list and photos of the 2007 award winners.

QUEENSLAND  
TOURISM  
AWARDS 2007  
**Finalist**

## HOW TO... SELECT AN AWARD-WINNING WINE



PETER SCUDAMORE-SMITH IS THE FOUNDER AND DIRECTOR OF WINE CONSULTANCY UNCORKED AND CULTIVATED, AND HAS BEEN A JUDGE AT THE ROYAL QUEENSLAND WINE SHOW SINCE 1977. SINCE THEN HE HAS JUDGED OVER 70 WINE SHOWS NATIONWIDE.

When it comes to choosing a good quality drop, the oenologist, journalist and wine authority says that quality really is in the eye of the beholder: develop your palette and be confident in what you do and don't like. And practice!

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

What you call 'lightweights' have been very trendy in the last five years, and they are grape varieties not made in oak barrels – usually a Sauvignon Blanc or Semillon Sauvignon Blanc or blend. The Kiwis are dominating that trend; and in Australia, cold wine regions such as South Australia and the Granite Belt region.

Pinot Gris (or Pinot Grigio), a variation of Pinot Noir, is also very trendy, with a fuller flavour and a 'crunch in the mouth'. It's been around a long time in Italy, but is now being made in Australia and New Zealand. Brown Brothers, Sirromet and Symphony Hill do particularly good ones.

Chardonnay is certainly not declining in popularity in this country. 50-60% of white wine drunk in Australia is Chardonnay.

*When you open the wine, what's the best way to tell if it's good quality? What should you be looking for?*

Firstly, does the wine smell and taste like the variety you selected? Run it around all your mouth to get a sense of the flavour. Light white wines should disappear from the mouth quickly. Keep in mind that wine tasted in isolation before eating will taste different. Interaction with the food is vital.

*Does more expensive necessarily mean better quality wine?*

When you're paying more, you are generally paying for a smaller quantity being produced. A major company with a large economy of scale can give really good value in the \$15-20 range, and are a good buy. Smaller producers have a greater production cost per bottle. But once you get over the \$30-40 range it's really about preference.

*What can a wine novice do to learn more?*

Dedicate a period of three months to serious tasting. Deliberately taste across the wine list: try everything. And don't knock a brand because you don't like the particular taste. Select your wine by variety rather than brand.

Lots of bottle shops and wine societies teach people to taste. Wine companies and regions also invite membership. And attend as many wine related functions as you can.

The 2008 Royal Queensland Wine Show takes place from 6-12 July at the RNA Showgrounds.

## EVENT PROFILE IN CIM MAGAZINE

An RNA Showgrounds event was featured as a Case Study in the November issue of CIM Magazine (convention and incentive marketing).

A corporate retirement dinner held in Stockmen's Rest for which guests arrived via a specially chartered train was profiled as a terrific success.

CIM Magazine is distributed nationally and targets the meeting and events industry.





THE RNA WISHES TO THANK ALL OF THE ORGANISATIONS THAT SUPPORTED THE 2007 SHOW.

SEE YOU IN 2008.

# EKKA!®



## 10 DAYS IN AUGUST – THE LAST 132 YEARS OF EKKA

MUSEUM OF BRISBANE (MOB), LOCATED IN BRISBANE'S CITY HALL, WILL PRESENT A MAJOR SOCIAL HISTORY EXHIBITION LOOKING AT THE LAST 132 YEARS OF THE ROYAL QUEENSLAND SHOW FROM 25 JULY TO 16 NOVEMBER 2008.

The exhibition, to be titled '10 days in August', is being developed in recognition of the iconic institution that the Ekka has been in the life of the city.

The Ekka holds a fond place in the hearts of many Queenslanders who have been a part of the Showground's history for decades.

The enduring success of the Ekka has been its ability to create a balance between the new and innovative while respecting and upholding the traditions and heritage of the RNA. The continuity of the Ekka – the site, the displays, the competitions, the showbags, the people - are an important community touchstone.

While the Ekka for many Queenslanders is a great day out in August, it also represents an enormous effort by many thousands of people involved behind the scenes, including volunteers, community organisations, businesses and individual staff. The MoB exhibition asks: what does it take to deliver these 10 days in August? What is the super human effort required to put on an event the size and scale of the Ekka?

With the support of the RNA, MoB is developing the exhibition with Queensland historians Dr Ross Laurie (University of Queensland Ipswich) and Dr Joanne Scott (University of the Sunshine Coast). University of Queensland Press will publish their book – 'It's Showtime: A History of the Brisbane Exhibition' to coincide with the opening of the exhibition.

### GRAND CHAMPION



### CHAMPION



### BLUE RIBBON



**RNA** | THE ROYAL NATIONAL AGRICULTURAL AND INDUSTRIAL ASSOCIATION OF QUEENSLAND

**RNA SHOWGROUNDS**  
EVER EVENTFUL

**EKKA!®**  
ekka.com.au