



Summer 2009

CLASSIC HOME FOR A NEW SOUND

South East Queensland, in particular Brisbane, has a healthy music industry. On average 4 million people attend a popular music concert each year; 794,000 of them in Queensland and almost two-thirds (65%) did so more than once.*

According to music festival organiser Brian Chladil there is something about Brisbane that really enlivens the music industry.

"I have been running events here since the first *Livid* back in 1988. Brisbane locals just enjoy getting out to see their music," Brian said.

"People are down to earth and just enjoy their music without pretension or expectation."

While Brisbane has successfully cultivated local music talent, at present there isn't a venue that accommodates acts which attract a midsize audience, which is perhaps why Brisbane has seen a greater number of outdoor music festivals.



Over the years, the RNA Showgrounds has hosted some memorable festivals including *Livid*, *Overcranked*, *Mahem* and *Parklife*.

In 2008 the *Stereosonic* festival returned to the RNA Showgrounds and the new festival, *Sounds of Spring*, debuted. Both festivals were predominantly staged on and around the RNA Showgrounds' Oval Two, an increasingly popular venue for local music festivals.

Organisers of the *Soundwave* festival recently took advantage of the RNA Showgrounds' versatility through utilising a number of venues to stage one of Brisbane's largest music festivals.

The RNA Showgrounds is perfect for outdoor music festivals and thanks to the RNA Development Scheme Strategy the RNA has the potential to attract more music events to the grounds.

The RNA Showgrounds offers a diverse range of indoor and outdoor venues for music festivals. Whether an event is large or small, the RNA Showgrounds has the capacity to accommodate any request.

* ABS, Cultural Ministers Council

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EKKA 2009
6-15 AUGUST

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MESSAGE

from the President



Firstly, I'd like to wish all *Showbiz* readers a very happy New Year. 2009 promises to be a very special 12 months for many of us.

At a time when so much talk has been on the global financial crisis, I hope our friends in agriculture and industry in Queensland are managing to overcome these hurdles and can look forward to a prosperous 2009.

It seems appropriate in the year Queensland celebrates its sesquicentenary, we will host the most poignant Ekka in the RNA's recent history. Following Ekka 2009, the RNA starts work on redeveloping the RNA Showgrounds to transform it into a new cultural and lifestyle destination.

The Queensland Government will also host a series of events as part of the Q150 campaign, making this a truly exciting time to be a Queenslanders and a great time to celebrate our people, our places and our journey. As one of the state's most historic sites, you can imagine how excited everyone at the RNA is and I look forward to unveiling our own plans to mark this historic year.

Another indication of how far the RNA has come on its journey to revitalise the Ekka and the RNA Showgrounds is our use of digital media. While I can't personally claim to be an expert, the RNA has committed to exploring new opportunities online that will help us attract a wider audience to the Ekka and our other great events.

I hope you enjoy reading this issue of *Showbiz*. We were delighted the newsletter won a major award from the International Association of Fairs and Expositions recently. A big thank you must go to the RNA team and contributors from across Australia who have made this achievement possible.

Dr Vivian Edwards, OAM



CLASSIC HOME FOR A NEW SOUND

Continued from page 1

"The location, heritage charm and outdoor venue capability of the RNA Showgrounds is really appealing for a festival organiser," Brian said.

"You really can't underestimate the value of the 'vibe' of a venue. Festival Hall had it in spades, but when this piece of history was demolished, it left a gaping hole in Brisbane's music scene."

Festival Hall's demise left Brisbane without a 4000-seat venue perfect for middle-tier bands like *Moby*, *Regurgitator*, *Ben Folds Five*, *Sneaky Sound System* and *Groove Armada*. When Festival Hall shut down, bands cancelled Brisbane performances.

More than four years on and this hole is still wide open.

"Brisbane simply does not have enough venues to support the growing number of artists wanting to play here and the growing number of people wanting to hear their music," Brian said.

RNA Chief Executive Jonathan Tunny said the RNA Showgrounds was perfectly positioned to fill this void.

"The RNA Showgrounds borders Fortitude Valley, undeniably Brisbane's music heart, so in my opinion we have a responsibility to complement what already exists on this side of the Brisbane River," Jonathan said.

"It really is a perfect fit and extension of the Valley music scene, with our southern boundary sitting right on the Valley fringe.

"What we must do is ensure a music venue at the RNA Showgrounds has some character about it and isn't just a room with 4,000 seats.

"In years to come I'd like to see the RNA Showgrounds become a major part of the Valley precinct and everything that makes it great – its food, fashion, art, nightlife and sensational music scene."

The RNA redevelopment team is pursuing options for a 5000-seat venue to house music, theatre, fashion and art events.

"In the future, I hope to see many more music, theatre and other cultural events being held right here at the RNA Showgrounds," Jonathan said.



Livid Festival 2003 on the Main Arena, RNA Showgrounds

FOUR VENUES IN ONE DAY

For larger events and festivals a combination of RNA Showgrounds' venues can be utilised, creating a variety of unique experiences contained within a single event.



Main Arena

This famous open area has ample lighting and is surrounded by covered and open grandstands. Located in the centre of the RNA Showgrounds, the Main Arena is close to parking, kitchen facilities, bar facilities, amenities, three phase power, public address facilities and optional organiser's office.

Perfect for large scale music events, in recent times the Main Arena was the venue of choice for the legendary *Livid* festival.

Oval Two

Suitable for a variety of outdoor events, Oval Two features open air spaces bordered by iconic fig trees. The Oval itself occupies around 5,000m² and is within close proximity to numerous resources including car parking, three

phase power and water and bar facilities. Due to the size of the oval, multiple marquees may be set up to create a variety of different spaces within one event.

Perfect for mid-range music events, Oval Two recently hosted the successful *Stereosonic* festival.



Stockman's Rest

This small, green outdoor area is perfect for intimate performances, a VIP area or green room. Complete with seating, trees and a pergola this picturesque park would inspire even the most hardened stockman to pull up a stump and sit for a while.

In 2008 a selection of Brisbane's best local bands were given the opportunity to perform to a captive audience in

Stockman's Rest as part of the *Sounds of Spring Festival*.

The Avenues

Consisting of a series of interconnecting buildings, The Avenues may be utilised individually or together to provide 6,000m² of space. The exterior of The Avenues is made up of the winding pathways and landscaped gardens located on Alexandria Street. This flexible venue has been used for a variety of events from trade shows to cocktail parties.

The Avenues was recently selected as the home of the increasingly popular *Laneway* festival. With road closures on Alexandria Street, organisers were able to create a combination of indoor and outdoor atmospheres which has been associated with the festival in previous years.



For more information about all upcoming events at the RNA visit: www.rnashowgrounds.com.au



Towards a HEALTHIER QUEENSLAND

Australia currently has a population of approximately 21.5 million with more than 80% living in an urban environment*. In a time when the need to attract Australia's best and brightest to the agricultural and industrial sectors has never been so pressing, the majority of people have little or no interaction with agricultural concepts. While issues surrounding food security, environmental sustainability and the economy are a global concern, the RNA encourages Queensland to help lead the way towards healthier and more sustainable living habits within their local communities.

A number of Shows and exhibitions around Australia provide exposure and information regarding the benefits of living well and participating in agricultural sciences. As a member of the Royal Agricultural Society of the Commonwealth, the RNA participates in the promotion of sustainable agricultural and industrial practices in Queensland with a global focus. From as early as the 1800's, a number of events around Australia have been

held to share knowledge through competition and participation, making agricultural and industrial concepts accessible to millions of people.

In a unique position to provide Queenslanders with invaluable exposure to agricultural and industrial concepts, the RNA has made a commitment to education. Over the years a range of educational concepts for students have evolved through the Royal Queensland Show. In 2009, the RNA will continue to promote the importance of education.

In communicating with children through positive learning experiences, the RNA aims to provide an understanding of the importance of agriculture with a focus on the part it plays in day to day life. Providing information about employment opportunities that flow from the primary industries sector is an important element of the educational process.

The RNA believes increased community awareness of issues facing the agricultural and industrial sectors will create more informed and balanced debate on political agendas in

the future. Topics such as genetic engineering, food standards, import regulations, animal welfare and the environment are going to demand significant attention in coming years.

Proud to continue its service to the community by putting them in direct contact with local farmers and growers, the RNA is currently investigating the important role of agriculture in today's society. In the future the RNA aims to explore food security and sustainability within the agricultural sector as global policies begin to affect local industry.

Presently the Queensland Government is taking steps to influence good food choices by introducing the *Towards Q2 campaign*, with public health and a strong economy being two of the key priorities of the program.

At the end of 2008 the Queensland Government released a discussion paper proposing to regulate the advertisement of unhealthy food options to children. In an effort to make Queenslanders among the healthiest in the country, the Government also hopes to address other health challenges around smoking, heavy drinking and safe sun exposure.

The cost of obesity in Australia is currently estimated at \$58 billion per year**. Advice from the World Health Organisation for governments to take swift action in combating the weight gain and obesity epidemic is relevant to Australian taxpayers, as associated health costs are borne by Australia's health system.

Brisbane Markets Limited, one of EkkA's major sponsors has proposed to focus more on promoting healthy eating habits to children. Already active in promoting healthy choices, *Brisbane Markets Limited* has held 'Kids in the Kitchen' demonstrations at EkkA for a number of years. The demonstrations are held in the *Brisbane Markets Agricultural Hall* and are designed to inform attendees about fun and tasty ways to prepare fruit and vegetables. EkkA 2009 will see the return of these concepts in conjunction with various displays and presentations held in the *Brisbane Markets Agricultural Hall* with a focus on fresh produce and healthy food options.

The Government's *Go for 2&5* fruit and vegetable campaign and a number of other programs throughout the state promote improved lifestyle choices for

Queenslanders. In collaboration with community partners, the Queensland Government is working towards a goal set by Premier Anna Bligh to achieve a healthier and more active Queensland by 2020.

It is estimated most Australians eat only half the amount of fruit and vegetables recommended for good health***. Suggestions outlined in the *Go for 2&5* program indicate adults need to eat at least two serves of fruit and five serves of vegetables each day. The amount children need depends on their age.

In light of research suggesting healthy eating could help prevent coronary heart disease, some forms of cancer, constipation and obesity, *Go for 2&5* aims to promote a lifetime habit of eating appropriate amounts of fruit and vegetables every day. Other positive outcomes of the program are intended to reduce blood cholesterol levels and improve control of diabetes.

Through a collaborative approach shared by government and industry, the health and wellbeing of Australians can be secured through community participation and education. The

RNA actively promotes the benefits of healthy living through a number of communication initiatives and activities coordinated in conjunction with educational programs at EkkA.

For more information about RNA Educational opportunities visit:
www.EkkA.com.au/education

*Australian Bureau of Statistics
**Access Economics report for Diabetes Australia
*** www.gofor2and5.com.au



Proudly Presenting



The trusted new name behind the businesses you already know.

The Leitch Pastoral Group is the new driving force behind the Leitch 'family of businesses' which includes Condamine River Meats, Killarney Abattoir and Pittsworth Food Processors.

Put simply, the Leitch Pastoral Group's philosophy is to be proud of everything we do, make and deliver, and also how we

respect the very land that sustains all of us.

Minimising the impact on our environment and on our communities is the highest priority. Our 'giving back for what we receive' ethos means that we strive to create better businesses that we can all benefit from, and be proud of.



WHILE CHILDREN ARE AT HOME FOR THE HOLIDAYS, THESE FUN EASTER ACTIVITIES WILL COME IN HANDY

HOP TO IT!



Chocolate Chip BISCUITS

Makes 22

Preparation: 10 minutes

Cooking: 12 minutes

250g butter, at room temperature

¾ cup caster sugar

⅔ cup condensed milk

1 egg

1 tsp vanilla extract

4 cups self raising flour

2 tbs baking cocoa

¼ cup milk chocolate bites

¼ cup dark chocolate bites

1. Preheat oven to 180°C. Line large baking trays with baking paper.
2. Using an electric beater, beat butter, sugar, condensed milk, egg and vanilla until light and creamy.
3. Add flour and stir until combined.
4. Stir cocoa and chocolate chips into dough until well combined.
5. Roll 2 tsp of mixture into balls and place onto prepared tray.
6. Using a fork, lightly flatten biscuits.
7. Bake for 12 minutes or until firm. Stand on tray for 5 minutes before transferring to a wire rack to cool.

As seen in the March 2009 issue of *Woolworths Fresh Magazine*.

For more delicious and easy recipes pick up your free copy of *Fresh Magazine* from *Woolworths*.



Recipe Development - Dixie Elliot.
Photography - Steve Brown.



Crack a Smile with Sunny Queen THIS EASTER



With Easter just around the corner, now is the perfect time to sit down with your kids and make some beautiful egg decorations using *Sunny Queen* eggs. Tried and tested, these egg decorations are sure to make you smile!

All you need is:

- *Sunny Queen* eggs
- White vinegar
- Olive oil
- 1 long needle
- 3-4 mixing bowls
- Food colouring
- Candle and matches

Cleaning

1. First, wash your *Sunny Queen* egg. After drying it, hold it in your hand and, taking a long needle, gently pierce a small hole (no bigger than 2mm) in the top of the egg. Then make another larger hole in the bottom.
2. Take your needle and poke it into the egg, swishing it around for about a minute - this is to break up the yolk.
3. Take the egg, place your mouth over one end and blow the contents into a bowl.
4. Rinse the empty shell and allow to dry on a paper towel.

Decorating

1. To decorate your eggs, prepare a range of colours in mixing bowls by adding warm water, 2 tablespoons of white vinegar and between 10 and 20 drops of food colouring.
2. Place the eggs in the dye and leave for a few minutes. Remove and place on a paper towel to dry. To add a dual colour effect, use a candle to drip wax over the egg in a pattern, then drop the egg into another colour for a few minutes. Remove the egg, dry and peel off the wax.
3. Alternatively you can try for a pretty swirling effect by adding a tablespoon of olive oil to the second colour instead of vinegar. Gently holding the egg, place it in the mixture and roll around once to pick up the oil streaks, pat the excess liquid with paper towel and allow to dry.
4. Decorated eggs should be left overnight to dry.

Get cracking!

For more great crafty ideas using eggs visit: www.sunnyqueen.com.au



Working with Boer goats is now a big part of Annie's daily life



Mother to EKKA KIDS

Two baby red Boer goats named Ekka and Annie were born at the Royal Queensland Show in 2008. The former was named due to the twin's timely arrival during Show and the latter in honor of Annie Coates who delivered the twins. Annie has coordinated and exhibited in the Boer goat section at Ekka for eight years.

Boer Goats Honorary Council Steward, Tony Coates, and wife Annie were instrumental in creating the Boer goat competition at Show which became an official competition in 2000.

Whether it's helping her husband, exhibiting goats, or working to teach young girls about Boer goats, Annie is a familiar presence around the RNA Showgrounds. Her efforts have earned her the nickname 'Mother of the Top Floor' due to the location of the goat section on the upper level of the Beef Pavilion.

A former nurse and midwife of 33 years, Annie decided on a career change several years ago and set out to pursue other interests. Annie first became interested in goats through helping a friend exhibit dairy goats at Show. Several years of casual interest became professional seven months ago when she began working at Terraweena Stud.

Annie sees her new role looking after the wellbeing of the goats as parallel to her former nursing career with just a few more legs and a whole lot more twins and triplets. Annie works to ensure the health of the property's flocks, by managing vaccinations, drenching and monitoring the baby goats born on the farm. Of 700 goats born last year, Annie hand-reared close to 70 of them.

Asian markets, in particular, are increasing the demand for meat goats. American breeders are looking for stud and commercial does and bucks. Export competition is evolving and Annie and her husband are looking to include a category on export quality goats in 2009 at Ekka to reflect the current trend in the market.

Annie is passionate about the educational aspects of the Show and is particularly interested in youth programs promoting agricultural careers for younger generations.

"The absolute beauty of the Ekka is the opportunities it affords youths, especially young women," Annie said.

"I have brought many girls with me to help out with the Show. Most come first in Year 10 or 12 and watching their confidence grow and what they have achieved is just amazing.

"The Ekka is such a positive learning environment for these girls and it opens up a world of opportunities. Several of these young women have returned after school to take up roles as stewards in our section. In 2008 one of my girls even returned to exhibit her own goats."

Annie's involvement with Ekka is always increasing and she will expand her contribution in 2009.

"I'm not sure what that will involve, but as long as it is working with youths I am happy. At the Ekka we have the largest junior judging of Boer goats in the country - something I'm very proud of," Annie said.

A self-proclaimed mother to all the Boer goats at Ekka, Annie can often be found at all hours of the night checking on the goats, especially those about to kid. One of Annie's fondest memories of Show was being woken at 3am to be summoned to a goat that was making funny noises, presumed to be in labour. Annie was lead over to a buck who was moaning not from childbirth but from indigestion and a short lesson in the facts of life followed.

Annie has a life-long love for the Ekka and despite being exhausted after each Show, Annie vows she will be around for many more years to come.



BEST IN SHOWS

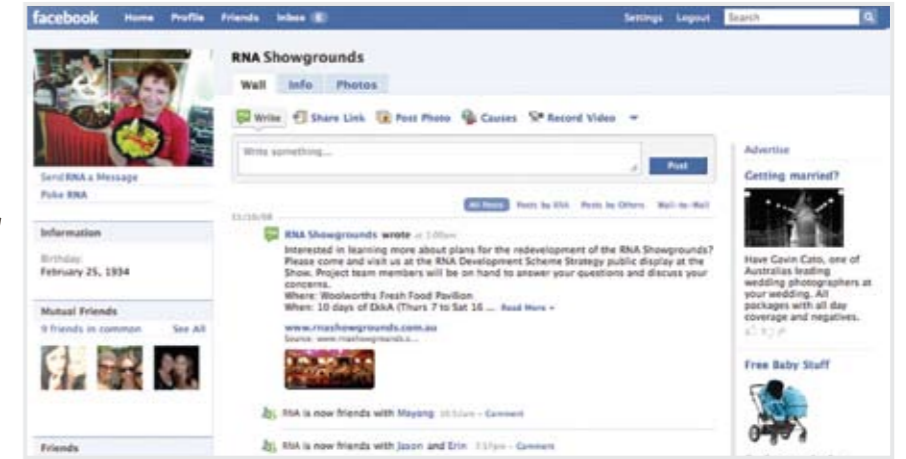
The RNA's various communication initiatives have been recognised internationally in the Hall of Honour Communications Awards. The competition was held recently by the International Association of Fairs and Expositions (IAFE) and acknowledged outstanding advertising and marketing for Fairs and Expositions in 2008. Four prizes were awarded to the RNA at the recent award ceremony held in Las Vegas in the United States of America.

Showbiz was awarded first place in the print newsletter category, an achievement which rewards recent work undertaken to upscale the publication into the format which is currently being distributed. In coming months, further work will be undertaken on the publication to maintain and increase international standards of professionalism and quality.

Third place prizes were also awarded to Ekka's 2008 Posters, Press Kit and Email Newsletter. The effectiveness of these publications has already been demonstrated through the success of the 2008 Ekka campaign. However, international recognition of the hard work undertaken by the RNA came as a welcome surprise.

The RNA would like to thank IAFE for their generous recognition and looks forward to achieving a high standard of marketing and communications in the lead up to Ekka 2009.

To subscribe to the Ekka Email Newsletter visit: www.Ekka.com.au



New Social MARKETING

THE POWER OF THE BLOG

The last issue of *Showbiz* took a look at how the RNA used the internet to help Ekka showgoers make the most out of their trip. This edition explores additional avenues through which the internet could be engaged by the RNA in coming years.

Social media, and blogging in particular, has emerged as a powerful tool when it comes to reaching an audience. Many individuals and businesses have harnessed its power to interact with the public with an estimated 1.4 blogs created every second of every day.

Blogs (short for Weblogs) started mostly as personal web journals. In recent years, sites like www.blogger.com allow people to easily create blogs in a matter of minutes. The homespun Internet outposts are rapidly expanding and evolving, with bloggers posting content on every topic or niche imaginable.

The goal of a blog is to establish an open dialogue with the public while allowing comments on the blog, generating genuine two-way dialogue and discussion.

The number of blogs on the internet doubles every five months. Most are

no more interesting than overhearing another person's telephone call, but there are exceptions that can have a remarkable impact.

Many organisations have used blogs to communicate their internal news. Medical blogs feature the diaries and experiences of licensed physicians while economic scholars use blogs to post their opinions about subjects as varied as China's energy consumption and economic crisis on Wall Street.

The RNA itself has developed its own Facebook profile that allows users of the popular social networking site to find out the latest news on the RNA Redevelopment Scheme Strategy.

RNA Chief Executive Jonathan Tunny said it was another means to communicate the changes at the RNA Showgrounds.

"We recognised many Australians, young and old, now spend a great deal of time online and while online marketing and social networking is new territory for the RNA, we're committed to embracing it, to keep people up-to-date with developments at their Showgrounds.

For more information about the RNA's activities online subscribe to the Ekka Email Newsletter visit: www.Ekka.com.au



An artist's impression of what the RNA Showgrounds could look like

ACCESS ALL AREAS

An extensive and competitive bid process to redevelop the RNA Showgrounds is nearing its end.

The RNA received two detailed redevelopment proposals from Australia's leading property development groups - *Lend Lease* and a joint venture group comprising *Leighton, Devine* and *John Holland*.

The RNA's dedicated redevelopment team is currently evaluating the bids to select a long-term development partner.

The goal will be to revitalise the EkkA and turn the RNA Showgrounds into one of Australia's most exciting inner city, mixed-use precincts, incorporating industry-leading design and precinct-wide environmental initiatives.

It is expected the RNA Showgrounds Redevelopment Project will deliver the following benefits;

- Funding to replace the obsolete RNA exhibition buildings (including the Industrial Pavilion and Large Animal Pavilion)

- Development of high quality open spaces, car parking and exhibitor accommodation facilities
- Development of new function facilities and assets in accordance with the RNA's changing business model
- The inclusion of a 340,000m² office, residential, hotel and retail precinct including a fresh food market
- The creation of 2,000 full-time jobs each year during the 15 year development period.

The RNA will select a preferred development partner by early 2009 with a financial deal to be closed soon after. Construction will then start after EkkA 2009.

Once the development partner has been chosen, the RNA will continue a thorough consultation process with members and the community. In the meantime the public can find out more about the redevelopment and provide feedback at: www.rnashowgrounds.com.au/redevelopment.

Good Food and DIVINE WINE

The Department of Tourism, Regional Development and Industry is a proud sponsor of the RNA Royal Queensland Wine Show and the *Taste of Queensland* Stage in the *Woolworths Fresh Food Pavilion* at the EkkA. This sponsorship provides great opportunities to showcase Queensland wine and food to thousands of people from every part of Queensland.

The Queensland wine industry:

- was established in 1860 and includes more than 185 wine makers across 10 wine regions
- extends from the southern Granite Belt to the fruit wine producers in northern Queensland
- is supported by an established wine tourism focus, with over 90 per cent of the State's winemakers operating a cellar door
- is internationally recognised with Queensland winemakers regularly winning gold medals at national and international wine shows.

The Queensland food manufacturing industry:

- is one of the largest manufacturing sectors in the State
- boasts production capabilities ranging from fresh fruit, vegetables, seafood and meat to value-added foods such as confectionary, dairy foods and ready-made meals
- employs more than 37,000 Queenslanders and contributes more than \$15 billion per year to the Queensland economy.

For more information visit: www.dtrdi.qld.gov.au



Ronald McDonald House - Herston

In the NEIGHBOURHOOD

Ronald McDonald House Herston, a home away from home for seriously ill children and their families is just a stones throw from the RNA Showgrounds.

About Ronald McDonald House Herston

Herston House is the largest Ronald McDonald House in the southern hemisphere. First opened in September 1995 and following extensions in 2002 it can now accommodate 51 families, each with their own room. Brisbane's only other Ronald McDonald House is situated near the Mater Hospital and the two houses collectively form to make Ronald McDonald House SEQ.

Ronald McDonald House Herston provides a safe, secure and supportive home away from home for the families of seriously ill children who are undergoing medical treatment at the neighbouring Royal Brisbane Children's Hospital. Many of the families are from rural and regional Australia where specialist treatment is not available.

This allows families to stay together in a homelike environment at a fraction of the cost of a hotel or motel room, helping to preserve the family unit in the midst of physical, emotional and economic adversity.

A by-product of the house is the support structure offered to families. Whether it's the full-time and volunteer staff offering a shoulder to cry on or advice and a quiet word with other family members in similar situations, Herston House can become a beacon of hope for many.

Funding

Ronald McDonald House Charities (RMHC), supports Ronald McDonald Houses in Australia and other programs which directly help seriously ill children live happier healthier lives.

McDonald's pays 100% of the general and administration costs of RMHC, so 100 cents in every dollar donated goes directly to RMHC programs such as Ronald McDonald House.

Ronald McDonald House SEQ is a registered charity with a board that organises its own fundraising initiatives and is licensed by RMHC.

Since 1985 RMHC has provided grants to Ronald McDonald Houses totaling over \$15.8 million. The operating costs of the Houses are met through operational funding.

Herston House receives support through partnerships with both business and the community, most notably through

national campaigns such as *McHappy Day* which last year raised more than \$1.9 million nationally for the charity.

The Families

Families who stay at the houses are referred from over 230 hospitals and health care services throughout Australia. The houses also accommodate families from New Zealand, the United Kingdom, USA, Canada, Japan, Papua New Guinea, Indonesia and the Pacific Islands. Many of the families are eligible for Queensland Government travel and accommodation assistance.

Getting involved

Volunteers are the heart of Ronald McDonald House Herston, and they come from all areas of the community from students and senior citizens to small and big businesses.

Ronald McDonald House Herston relies on dozens of volunteers each year – many from corporate partners.

The Corporate Volunteer Team program caters for specific team projects to assist with business and corporate Community Employee Days. For more information on how to get involved, contact the Executive Officer on 07 3257 0328 or email herston@rmh.org.au

Welfare to WELLBEING

The Australian Employment Covenant (AEC) has announced it is well on the way to securing 50,000 jobs within Australian industry for Indigenous Australians by November 2009. Unveiled on 30 November 2008, the 'Fifty Thousand Jobs' program has the full support of Australian Government and a number of national industrial partners.

An AEC spokesperson said this initiative had come out of an existing social need to give Indigenous Australians an opportunity to learn and move from welfare to wellbeing. "Successful trial training workshops and employment placements were carried out in January, with more training scheduled to continue throughout this year," the spokesperson said.

In keeping with 'Positive Dreaming, Solid Futures' – the Queensland Government's Indigenous Employment and Training Strategy 2008-2011 – the AEC aims to reduce unemployment and increase employment in higher skilled jobs. With the largest Indigenous employment and training network in



Top: Georgia Levi, Adam Rutley, Joshua Georgetown, Jason Miles

Middle: Josiah Jacob, John Buttini, Quentin Canning

Standing: Roland Roma, Gavin Georgetown, Dale Willis, Andrew Hill.

'Skilling Queenslanders for Work' recently supported long term jobseekers through 20 weeks of work and on the job training in Pine Rivers, Queensland.

Australia, the Queensland Government says it is equipped to take on this challenge.

The Queensland Government's *Skilling Queenslanders for Work* initiative provides long-term unemployed Indigenous people with pathways to employment through integrated employment and training assistance. Employment and training assistance is customised to meet the needs of both the Indigenous jobseeker and industry.

Central Queensland Regional Director for the Division of Employment and Indigenous Initiatives Ron Weatherall has been involved in a number of successful Indigenous training programs for the Queensland Government. "With a demonstrated track record in meeting the needs of Indigenous jobseekers, government is now helping the AEC to secure a commitment from industry to further increase Indigenous participation," Mr Weatherall said.

The AEC anticipates it will have secured close to half of its goal number of jobs by the end of February 2009. February 13 marked the first anniversary of Prime Minister Kevin Rudd's national address in which he apologised to Australia's stolen generations. 2008 was a year of many developments targeted at 'bridging the gap' between Indigenous and non-Indigenous Australians.

For more information about the AEC visit: www.fiftythousandjobs.com.au

BUY A BUTTERFLY

and help give a deaf child wings

Suncorp is the major sponsor of the Hear and Say Centre's 2009 Butterfly Appeal which begins on 31 March 2009 and runs throughout the month of April.

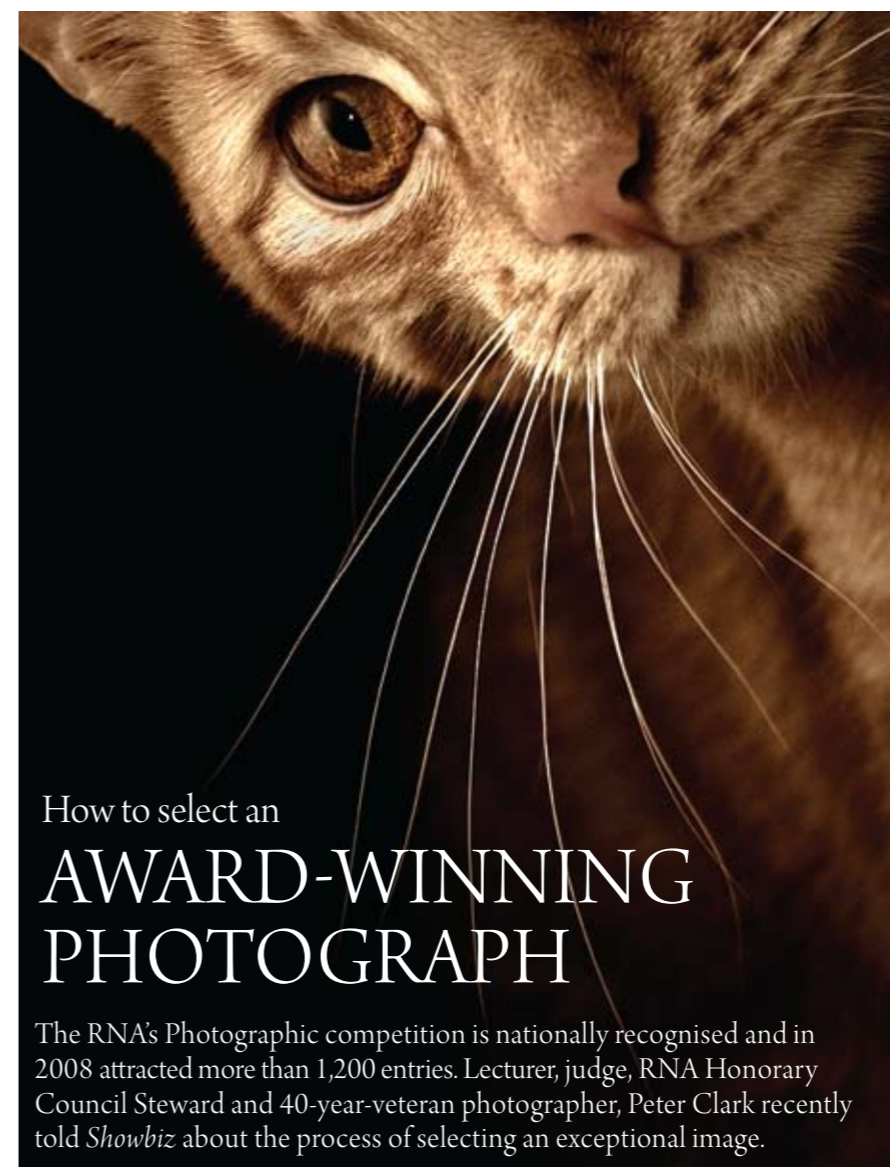
Funds raised during the appeal make it possible for the Hear and Say Centre to teach deaf children to listen and speak. The program supports children while attending school outside of a special education environment, providing the opportunity for mainstream education.

One of the world's leading paediatric auditory-verbal and cochlear implant centres in the world, the Hear and Say Centre is based in Brisbane, with regional centres on the Gold Coast, Sunshine Coast and in Cairns. A Dalby centre also operates a valuable outreach program for rural and remote children.

Help deaf children have the same chances in life by supporting the Butterfly Appeal and buying \$2 butterfly brooches and pens or \$5 lapel pins, available for purchase in Suncorp branches and other selected outlets throughout Queensland during the appeal.

Suncorp has supported the Centre since the early 1990's, helping to raise more than \$1 million via annual donations and the Hear and Say Butterfly Appeal.

To find out more about the Hear and Say Centre, visit: www.hearandsaycentre.com.au



How to select an AWARD-WINNING PHOTOGRAPH

The RNA's Photographic competition is nationally recognised and in 2008 attracted more than 1,200 entries. Lecturer, judge, RNA Honorary Council Steward and 40-year-veteran photographer, Peter Clark recently told *Showbiz* about the process of selecting an exceptional image.

What are the key aspects of a good photo?

The key aspect of any photograph is its ability to capture a scene or person and to create an image with impact.

Here are a few useful tips to achieve a good photograph:

- Keep the picture simple; one dominant feature is usually best.
- Position the main subject slightly off centre.
- To emphasise a subject use a lower camera angle. Higher camera angles usually make the subject seem less important.
- Colour is important when taking a photo. Red and yellow are dominant colours and can dominate an image whereas blues

and greens are more subdued and make better backgrounds.

What are some things to avoid when taking a photograph?

Many people make common mistakes when taking photos, by avoiding a few simple things you can ensure a good photo is taken.

- Detail can be lost in bright areas or deep shadows of a photograph, so concentrating on the light or dark areas produce a better photograph.
- When photographing people, try to avoid too much background or foreground unless it is an important part of the photo.
- Try to avoid distracting items in the background. You would be



Above: Robert Lane, *The Taxi Drivers* First Prize and Champion Print taken in Coimbatore, India in 2005.

Left: Image supplied by Highly Commended winner Jodie Chard, *Natural Kidz Photography*

surprised at the number of people who have trees growing out of their heads or fence wires dissecting their head.

- Avoid having large objects on one side of the picture with a large empty space on the other. Images need to be balanced.
- Avoid using a digital zoom if your camera has one – this merely enlarges the pixels in the central part of an image, making it more grainy. It does not increase the length of an optical zoom lens.

What equipment do you need to take high quality photos?

Choosing a camera will ultimately depend on what you want to photograph and what you want to do with the images. Most cameras on the market will take photographs that look good on a computer screen or on smaller prints. Digital Single Lens Reflex (DSLR) cameras with interchangeable lenses and sophisticated electronic flash systems, plus larger sized sensors are capable of producing much higher quality results and larger prints.

How are photographs judged at the Ekka?

Every entry is individually judged by a panel of three judges and recorded on an electronic scoring box. The machine tabulates and displays the total score and awards, with the Champion Print selected on the basis of these scores.

GIVEAWAY

Monsters vs Aliens (3D)
In cinemas 2nd April, 2009.



When Susan Murphy is unwittingly clobbered by a meteor full of outer space gunk on her wedding day, she mysteriously grows to 49-foot 11-inches tall. Alerted to the threat of this new monster, the military jumps into action and Susan is captured and secreted away to a covert government compound. There, she is renamed Ginormica and placed in confinement with a ragtag group of other monsters: the brilliant but insect-headed Dr. Cockroach, PhD; the macho half-ape, half-fish The Missing Link; the gelatinous and indestructible B.O.B; and the 350-foot grub called Insectosaurus. Their confinement is cut short, however, when a mysterious alien robot lands on Earth and begins storming the country. In a moment of desperation, the President is persuaded to enlist the motley crew of Monsters to combat the Alien Robot and save the world from imminent destruction.

www.monstersvsaliens.com.au.

For your chance to win one of five family passes to see *Monsters vs Aliens* email your name, address and phone number to: giveaways@EkKA.com.au. Be sure to include the phrase *Monsters vs Aliens* as the subject of the email. Competition closes 23 March.



2008 Brisbane Hot Rod & Custom Auto Spectacular

SPOTLIGHT ON Event Production Team and Car Parking

Working on events at the RNA is a rush, according to RNA's Event Production Manager, Garry Ashby. Garry and the Event Production Team - Amanda Fox, Wayne James, Andrew Coe and Anthony Woodgate - are responsible for the operations and logistics of more than 250 events at the RNA Showgrounds throughout the year. Garry and the team agree their job is not for the faint of heart as they often work long days and weekends to organise and supervise events at the RNA.

Devoting around three months of the year to Queensland's biggest event, the team goes above and beyond the call of duty to coordinate EkKA processes. During that time the Event Production Team organises event permits, road closures, traffic management, health and safety plans, security and bump in of ride operators and exhibitors, often working late nights and weekends. One of the biggest challenges facing the team during EkKA is the transportation of thousands of livestock on and off the grounds.

"The versatile nature of the RNA Showgrounds and the support of a skilled and dedicated team make large-scale events and traffic management projects possible in sometimes challenging timeframes," Garry said.

Garry's team agree their favourite thing about working for the RNA is the continuing satisfaction that comes with overseeing so many events. At any time, the team may be working on a range of events from Weddings and Birthday Parties to Music Festivals and Livestock Sales. While it is sometimes challenging to satisfy the needs of such diverse clients and circumstances, it is rewarding to get the job done properly. "I always say we make people's dreams come true," added team member Amanda.

Garry also works with Brett Teal and Bob Hamilton to coordinate car parking on the grounds. In addition to event car parking, the RNA provides car spaces for Royal Brisbane Hospital Staff. Car parking on the grounds generates over \$1million in revenue annually.

THE CHICKEN and its Eggs

Although an unusual choice of pet for urban backyard owners, with the right kind of care a chicken can be a rewarding addition to the family. Children are often encouraged to care for a pet or grow their own vegetables to learn responsibility. As well as teaching responsibility and accountability, caring for a brood of chicks can bring its own rewards.

While the everyday chicken may not lay golden eggs, chickens are pets that give something back to the family. Fresh eggs can be used to enhance the flavour of a range of recipes from golden cakes to tasty quiches.

If you are considering taking some little chicks under your wing, be sure to contact your local council as guidelines for keeping chickens will vary from place to place. Guidelines set out by the Brisbane City Council (BCC) state that you may keep up to six chickens on a residential block under 800m².

Although chickens can live happily in 'free range' conditions, it is recommended that shelter be provided to keep them safe and warm at night. Under the Brisbane City Council guidelines, chicken habitats must also be kept clean and free of odour and chicken feed must be kept in rodent-proof containers.

In her first year, the average hen may lay up to five eggs per week. However numbers will decline with age.

For more information visit: www.ourbrisbane.com.au/lifestyle/keeping-chickens



Image courtesy of: NSW DPI Poultry Agskills, Tocal College

Agriculture in YOUR OWN BACKYARD

In 2009 a number of exciting developments will be rolled out within RNA Education with a new program providing opportunities for schools and families to become involved in sustainable lifestyle agriculture.

Entitled *Agriculture in Your Own Backyard*, the new program will see more dynamic, topical and engaging educational programs in line with the RNA's new educational vision. The move strengthens the link between the RNA's many agricultural partners and stakeholders with interested students looking to develop their agricultural knowledge and skills.

The RNA's new educational focus aligns contemporary approaches, while maintaining often forgotten traditional aspects of small scale agriculture. Education Officer at the RNA Jordie Macdonald has carried out detailed research into the role of agricultural education in modern society, with a view to making agriculture accessible on a daily basis.

"Society is becoming increasingly dependant on technology and it becomes important for people to get into the backyard and get their hands dirty. Nothing beats the feeling of

eating home grown herbs from the garden or cooking a fresh omelette as a family," Jordie said.

A new section of the EkKA 2009 Education competition is being developed to engage schools which have already been working with poultry across Southeast Queensland. In developing a competitive opportunity for school poultry, it is hoped the schools will develop an even higher profile for agriculture within their local communities.

The RNA is already strengthening relationships with a number of schools throughout Queensland, who are engaging students in programs investigating a range of topics. Jordie attended an event at the Pullenvale State School on behalf of the RNA which was dedicated to the *Chickens of Pullenvale School (COPS)* program. Focused on the care, production and breeding of chickens, the program has become a focal point within the school.

The RNA hopes to support these schools and provide an avenue through which these programs might be showcased at the Royal Queensland Show.

To tell the RNA how you have engaged in *Agriculture in Your Own Backyard*, email backyard@rna.org.au

Queensland celebrates 150 YEARS OF HISTORY

In recognition of the birth of Queensland, the State Government has created the Queensland Mosaics initiative which is a visual celebration of all things Queensland. This year marks a significant milestone for Queensland as the state celebrates 150 years of independence from New South Wales.

Each regional council around the state will receive two tiles to decorate a Q150 mosaic which will be permanently hung at the RNA Showgrounds from the start of the this year's Show.

Designed as an abstract representation of the state of Queensland, the tiles will be decorated representing each council's unique past and their aspirations for the future. The pieces will come together to form a 41m² piece of art. The RNA has



agreed to mount the mosaic at the RNA Showgrounds.

The collection of tiles will be professionally curated by Salvatore Di Mauro, senior lecturer in design from Griffith University's Queensland College of Art. Mr Di Mauro is an award-winning design educator with a strong background in working with local communities to develop public artwork.

Mr Di Mauro said the 150th anniversary was the perfect opportunity for the community to reflect on the past and realise a sense of belonging.

"The mosaic artwork project gives people involved the opportunity to define who

they are in a collaborative environment," Mr Di Mauro said.

RNA President Dr Vivian Edwards said he was delighted the RNA would house the significant piece of art.

"The RNA was formed in the early years of the state of Queensland and has always been an integral part of the state's history," Dr Edwards said.

The artwork aims to be a collaborative effort, tapping in to the creative talents of local artists, school children and community groups.

For more information about Q150 celebrations visit www.Q150.gov.au

GREENER GRASS

and getting it right

Shifting ecological sands have seen sweeping changes throughout the Landscaping Industry, with more environmentally responsible techniques being incorporated into modern designs.

Queensland's 2009 Landscape Australia Expo will be held at the RNA Showgrounds in April and will incorporate exhibits and workshops aimed at landscaping professionals. Expo exhibitors will display a wide range of environmentally responsible technologies and methodologies.

Landscape Queensland Industries Inc (LQII), a major partner of the Expo, is a peak industry body representing landscapers in Queensland. In a recent interview, Jim Vaughan, CEO of LQII spoke of a number of topics which would be discussed at an LQII-partnered conference to be held during the Landscape Australia Expo.

One particular initiative which has been a recent priority for LQII is the *Soil Tank* concept, which is LQII-recommended best practise theory for establishing water efficient lawns. The objective of *Soil Tank* research was to prepare turf for dry conditions so it would survive on little to no irrigation. "In light of Queensland's recent water crisis, water saving has become a priority for everyone," Jim said.

A key application of the *Soil Tank* concept was intended for new developments and landscapes, where turf is laid onto compacted, building site soil. The concept concentrates on ensuring soil is appropriately prepared, in order to minimise the watering and maintenance issues associated with



On location at the Nudgee State School revitalisation project

turf which has been laid incorrectly. Benefits of effective landscapes include erosion control, pollutant control, cooling effects in urban areas and habitat and environmental diversity.

The Landscape Construction Company, located in Costin Street next to the RNA Showgrounds, employs an experienced staff of around 15 people. Utilising effective and environmentally responsible practises, the company recently created the landscape for a Brisbane Housing Company revitalisation project in Nudgee. Heritage listed trees were incorporated into green spaces, which surrounded affordable housing blocks constructed on old Nudgee State School property.

An interesting design element included a basketball court, which transformed a storm water retention area into a multi-purpose community area. During rainy periods, storm water will still be directed through the area. Surrounding turf and plants will act as a natural filter for storm water run-off, absorbing silt and nutrients and allowing clean water to be released into waterways. This project is typical of an increasing trend towards integrated water management schemes for new landscaping projects.

Experienced landscaper, Landscape Horticulture teacher and announcer for ABC Radio North Queensland's Gardening Show, Phil Murray says utilising commonly overlooked local

native plants is another effective water conscious solution for Australian landscapes. Phil stresses the role of a qualified landscaper is imperative in creating a space which is environmentally healthy. "With so many DIY gardening concepts present in today's media, there is a perception that landscaping is easy. What people don't see is the hard work that goes on behind the scenes," Phil said.

Managing Director of The *Landscape Construction Company*, Andrew Bottomley, said a concern currently affecting the landscaping industry is the lack of accreditation and the small number of gateway training organisations. "In order to be a landscaper, you have to have an understanding of carpentry, bricklaying, lighting, plumbing and irrigation, concreting, stonemasonry, horticulture and civil engineering. I hope to see landscaping recognised as a professional trade within the Construction and Green Industries one day soon," Andrew said.

During the Expo, LQII will discuss its system of accreditation for landscaping professionals and organisations. These standards are hoped to improve and provide recognition for professional landscapes being created within the industry.

For more information about the Landscapes Australia Expo visit: www.landscapexpo.com.au.

MOCHA MODISTE

with The Coffee Club



Fashion is a fickle thing! What's in one day and looking hot can be out the next. Negotiating this mine field is a challenge even for the most seasoned fashionista.

Getting the basics right is essential and investing in a select wardrobe of high quality items can often be the key. Below are nine simple tips to guide you through the season.

- Always have a pressed and 'ready to wear' outfit in the wardrobe just in case visitors call
- Too often a fashion faux pas is made when under time pressure; only shop for fashion when you have time and are in a shopping mood
- Look for colours that complement your skin tone; what may look good on the rack can often look less than perfect against the skin
- Bold prints are in this season - but mix them sparingly

- For women, dress lengths can often be an issue. Be age appropriate; as long as its not too short, you're in with a fighting chance
- For the guys, a pair of straight-leg pants combined with a good collared shirt is a winner for an evening out
- Accessories can make an outfit; matching the shoes to the belt or bag to the jewellery can turn simple into stylish
- Look for styles that have a more classic cut as these will have a longer lifespan than overtly flared or tailored outfits
- Finally, Queensland is the state that enjoys natural fibres, so always look at the swing tag and, where possible, make the fibre part of your purchasing decision.

Overseen by Lindsay Bennett, Executive Producer, *The Coffee Club Fashion Parades* have seen stylish success at Ekka for the past four years.

What's On

February

The Courier Mail and The Sunday Mail Home Show

28 February – 8 March 2009

Show Times: 10.00 am to 6.00 pm daily

You can learn how to add value and make your home environmentally friendly with the displays at *The Courier Mail* and *The Sunday Mail* Home Show. At this year's Show there are some amazing offers. *IKEA* has Three x \$1,000 gift vouchers to be won, *Clive Peeters* is giving away two televisions daily and *The Outdoor Furniture Specialists* is giving away outdoor furniture to the value of \$5,000. If you are in the building/renovating mode and looking at what is new for your home, be sure to visit.

www.organisersinternational.com.au



March

The Spectacular Petacular 2009

14-15 March 2009

ANIMALS, ANIMALS and more ANIMALS - is what this fantastic event is all about - with scales, fins, paws, claws and hooves - from dogs, cats, birds, fish and reptiles to camels, alpacas, horses and even little hermit crabs plus much more. There will be lots of amazing exhibits covering a wide range of products and services to keep every pet happy. Also there will be displays of various purebred dogs and cats with education on specific breeds. This will be a great chance for you to talk to breeders about what dog or cat would best suit your family. This will be the best opportunity in 2009 for you to get advice on choosing your next pet or making your pet happier.

www.petacular.com.au



Supanova Pop Culture Expo

4 - 5 April 2009.

Preview Night: 3 April (Free with Weekend Pass purchase only)

The Supanova Expo looks forward to another record breaking year in bringing the creative worlds of sci-fi, fantasy, comic-books, games, animé, toys, movies and more to fans in Queensland. The Expo is full of interactive events such as Cosplay (Costume Play), Art Comps, live Wrestling and Karaoke featuring special international guests. Supanova is also a celebration and showcase for aspiring local talent with many a career launched through fans crossing over to the other side and finding employment in the industry they've been entertained by. Whether you're seven or 70, there's something for everyone at this awesome fun-filled family event.

www.supanova.com.au



Gardening Australia Expo

17 – 19 April 2009

Brisbane's biggest garden party, the *Gardening Australia* Expo has a brand new look, fresh attractions and even more for gardeners, foodies and families to see and do. Packed with advice, ideas and inspiration, this spectacular expo will see new host Stephen Ryan and presenters Colin Campbell and Jerry Coleby-Williams bring ABC TV's *Gardening Australia* to life. There will be hundreds of exhibitors in attendance with an abundance of outdoor gardening products and gadgets to see, try and buy. You'll be able to stroll through the Plant Pavilion and be tempted by fine food and beverages in the Gardener's Village. Mark your diary for Australia's biggest garden party – the *Gardening Australia* Expo.

www.abcgardeningexpo.com.au



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