

SHOWBIZ

Winter 2008

IT'S MY EKKKA!

It's Your EkkA! It's Our EkkA! It's Queensland's EkkA!

With only a matter of days until the RNA Showgrounds opens its gates for EkkA 2008, everything is falling into place. In the time remaining, Queensland waits with baited breath, in anticipation of the State's favourite 10 days. This year, more than ever, the RNA encourages all Queenslanders to take ownership of the traditions surrounding EkkA as well as embrace the innovations and additions that have been brought to the event this year.

New competition classes open this year including a new breed of Dairy Goat, three new classes in the Canine section and a new aquatic plant class in Pisciculture. Crested breeds will be the feature breed in the Poultry competition section for the first time in any Australian Royal Show. State of Origin is back in the Woodchop competition with Queensland going head to head with their Tasmanian counterparts.

For a bit of fun, school children will have the opportunity to compete in two brand new competitions – Pumpkin Carving and Fruit and Vegetable Sculpting.

Fine Arts enthusiasts can look forward to three new classes encompassing fascinators and race hats, hand painted silk scarves and funky fashion.

Thoroughbred Day, held on the Energex Community Arena on Tuesday 12 August, promises greater action with an unprecedented prize pool of \$40,000. The guest judges, South African Michael Goss and Her Royal Highness Princess Teresa de Borbon of Spain, will add an international flavour to the event.

Showbag lovers are in for a treat this year with hundreds of showbags on offer from 30 retailers. Kids, get ready for Hannah Montana and Iron Man showbags, both new at EkkA 2008. Dairy Farmers will introduce the very first chilled showbag, a great healthy alternative for lunch.

There are more than 55 new exhibitors found throughout the Showgrounds this year with an exciting array of healthy new food and products from across the country. Fashion is always a big feature at the Show with The Coffee Club Fashion Parades and The Coffee Club New Faces competition.

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MESSAGE from the PRESIDENT

Excitement is building with the Ekka just around the corner next month. The Energex Community Arena is in pristine condition, ready for the state's most prized livestock and animal competitions, not to mention world-class entertainment in between.

This year marks one of the last times you will see the Ekka in its current format. It certainly will be a good opportunity to take a trip down memory lane.

Following next year's show, the RNA Showgrounds will begin to transform into an all-year-round lifestyle and cultural hub.

Since launching the Development Scheme Strategy in April, the RNA has received strong interest from the property sector with several high-quality submissions to lead the billion dollar redevelopment.

We have arranged a public display at the Ekka in the Woolworths Fresh Food Pavilion where I'd invite you all to find out more about the Development Scheme Strategy.

The strategy is part of the RNA's response to remain relevant to Queenslanders.

Part of that is living our vision to lead the national conversation on agricultural and industrial issues.

You will notice Showbiz evolving over time to include thought pieces from industry experts on the real issues affecting rural Australia.

This issue, we welcome the expertise of Associate Professor MaryLou Fleming, RNA Member and Head of School at the Queensland University of Technology Faculty of Health, as she writes on the great divide in health services between rural and urban Australia.

Revitalising Ekka is a critical component of the Development Scheme Strategy. In March this year, we conducted research into what Queenslanders want from their Ekka in the future. The results were reassuring and also enlightening.

The results have shaped Ekka 2008 and inspired this year's theme – My Ekka – which makes it easier for visitors to tailor their Ekka experience to what they want, be it education, entertainment, food or just a fun day out.

The research found Queenslanders have an incredibly strong sense of pride and ownership of the Ekka. They love the tradition of the Show but also want to see it grow. In fact, 71 per cent of you thought the Show could be bigger and better.

Every year, the Ekka builds on the last. This year is no different.

We are proud to introduce new shows, entertainment, animal competitions and educational displays in 2008.

In particular, we are introducing Ekka IgNITES to this year's evening fireworks. The laser show is guaranteed to add even more colour to what research shows is the most enjoyed part of the Ekka.

We are introducing a number of new classes across all competitions, bringing the total classes to 9,517 – a truly impressive lineup.

Entertainment at the Ekka has never been stronger. This year we welcome back old favourites including The Coffee Club Parades and the Nova 106.9 Rock School – the hunt for Brisbane's best school band. But this year, we bring new talent to the entertainment pool. More details will be released closer to the Show.



Interestingly, young families want more value for money at the Ekka. In response, we have developed an online interactive itinerary where showgoers can plan their day around a strict budget. It will uncover the hidden budget treasures and free events families may not be aware of.

You also told us you would like to pre-purchase tickets online to avoid any entry queues. This year, we're proud to announce tickets are available for the first time online at Ekka.com.au.

The RNA Showgrounds and the Ekka continue to evolve with time. We are determined to balance the wonderful tradition of the Show with the changing needs of our visitors.

We look forward to welcoming our regular Ekka visitors and first-timers to Ekka 2008. Enjoy!

Dr Vivian Edwards, OAM



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IT'S MY EKKA! *It's Your Ekka! It's Our Ekka! It's Queensland's Ekka!*

The Coffee Club New Faces competition is in full swing with four auditions selecting finalists across southeast Queensland in early July. The search will uncover two lucky winners who will be given the opportunity to launch lucrative international modelling careers.

Fashion enthusiasts can look forward to The Coffee Club Parades throughout the 10 days of the Show, featuring designs from Kahmuh, bam and juju, George Wu, Brothers Neilsen, Riot Swimware, Mother Maria, dogstar, Tulipani, Maiocchi, Pistols at Dawn, Paul Hunt, Winnie Haute Couture, Gina Kim, John Harris Menswear, Airs & Graces, Wendy Makin Couture, Bora, and student designers from QUT and MSIT.

Four stages around the Showgrounds will ensure constant entertainment and delight at every turn. *Jack of all Trades* is back in the QR Silver Spike tent where your local handyman go head to head in a flurry of nails, hammers and wood.

Peter's Enchanted Park will delight the young ones this year with good old fashioned fun including sack races,

Sunny Queen egg and spoon races and Nestle Peters eating competitions. The young ones will look forward to seeing the *ABC for kids* concert featuring Postman Pat and Fifi and Bumble. Bubbleman and the Bilby Man are also fun characters to delight the little ones around the Showgrounds.

Sky Walker is the newest thrill ride to the Show this year whisking riders 24m into the air while revolving on three different axes, spinning thrill seekers in all directions.

Now well entrenched as one of the best outdoor gigs in the city, *Nova Live and Loud Concert Series @ Ekka* returns this year with the three headlining acts including Butterfingers, Regurgitator and Faker.

Schools around Brisbane are also tuning up for *Nova Rock School*. There's \$10,000 up for grabs this year with \$5,000 a piece going to the best band for original music and the best cover band. This year Billy Hyde Music will present *Urban Upbeat at Ekka*, an event that draws together the traditional offering of school band entertainment into a new competitive format. The dynamic addition to 2008

will see school bands perform not only for Ekka patrons, but also for adjudicators.

Learning new things in a fun environment has always been the focus of the Ekka, and this year is no exception. Due to popular demand, *Animal Boulevard* will return for the second year, offering families, school children and animal enthusiasts the chance to get up close with many of our farmyard friends. *The Dairy Farmers Milking Barn* has been expanded this year to allow more children the opportunity to have a go at milking a cow.

The Ekka Learning Trail is back this year, as is *Education on Show* with a focus on sustainability. This year also marks the 80th anniversary of *Show Camp*, where students with a love of writing get to stay on the grounds for 10 days as 'Ekka journalists', seeking out stories and producing their own newspaper daily.

The Ekka is on at the RNA Showgrounds from the 7-16 August. For more information, visit www.Ekka.com.au.



Rural Health

THE GREAT DIVIDE

The RNA intends to lead the national conversation on issues which affect the agricultural and industrial industries of Queensland. This edition of *Showbiz* sees the introduction of what will be regular thought pieces from members and industry experts.



Associate Professor
MaryLou Fleming
Head, School of Public Health
Queensland University of Technology

Nearly a third of Australia's total population live outside major urban centres, presenting a difficult challenge for the government's health care system.

For those people who live in the city, there is often a perception our rural neighbours live a relaxed lifestyle, enjoy a slower pace of life and have strong connections to their community and neighbourhood.

Many people who live in these communities do in fact feel a real sense of wellbeing and a strong connection to where they live.

However, living in rural communities in Queensland brings with it some challenges such as isolation from services, difficulties in attracting and retaining health practitioners and the need to leave home for more advanced medical care and attention.

The Australian Institute of Health and Welfare (2008) identified the leading causes of death in Australia are circulatory diseases (37%), cancers (29%), respiratory diseases (9%) and injury (6%), with a similar pattern occurring both inside and outside of major cities.

However, the leading causes of the higher death rates experienced in all regional and remote areas (expressed as excess deaths) are mainly circulatory diseases (38%), cancers (20%) and injury (20%), with diabetes and other diseases such as respiratory illnesses each contributing 6–7% of the excess.⁽¹⁾

Aboriginal people living in rural settings suffer worse health and often have poor access to appropriate and effective services.

In Australia, a range of risk factors to good health include tobacco smoking, elevated blood pressure, high cholesterol, alcohol consumption and obesity.

All of these factors are preventable and often addressed through primary health care advice and health promotion, yet rural communities have limited access to these services.

Health practitioners working in rural and remote communities are also members of that community. They have to be multi-skilled, in an environment where there might be high need but limited resources, and where they need to work to foster



innovation and change to ensure there is quality of health care delivery.

People who work in health need to make sure they do not characterise rural life as high risk or negative without recognising the positive benefits residents recognise about their lifestyle, and the ingenuity of those living in rural and remote communities.

The challenge for rural health workers is to acknowledge the advantages and strengths of public health practice in rural communities and to build on those strengths.

The Federal Government has promised a number of strategic initiatives including a National Preventative Health Care Strategy, a National Primary Health Care Strategy and a National Health and Hospitals Reform

Commission. By the middle of 2009, the Commission is to report on a long-term health reform plan for Australia.

Central issues to advancing rural health include better integration of care between primary care and hospitals, increasing the focus on prevention, better integration between acute services and aged care, improvements in the management of chronic diseases, better rural health services, improvements in indigenous health and a well qualified and sustainable health workforce.

The challenge for rural communities is to put in place strategies to maintain and improve health that are sustainable and that acknowledge the specific factors that contribute to health issues in those communities.

In addition, the health workforce in rural communities will need to be sustainable, innovative and creative about solutions to what will inevitably be a difficult road towards better quality health services for rural communities.

MaryLou Fleming is the Head of School of Public Health at the Queensland University of Technology (QUT). She has more than 20 years' experience in teaching and research in public health and health promotion.



References

¹ Australian Institute of Health and Welfare 2008. **Rural, regional and remote health: indicators of health status and determinants of health**. Rural Health Series no. 9. Cat. no. PHE 97. Canberra: AIHW.

Wakerman J (2008) **Rural and remote public health in Australia: Building on our strengths**. Australian Journal of Rural Health, 16:52-55.



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positive energy

NEW LOOK *showgrounds update*

The opportunity to redevelop one of the largest and most historic lots of land 1.6kms from Brisbane's CBD has drawn in unprecedented interest from Australia's property sector.

Four proponents have been shortlisted as a result of an initial Expressions of Interest (EOI) process for the RNA Showgrounds Development Scheme Strategy (DSS).

Shortlisted parties for Stage Two of the competitive bid process include: *Leighton Properties Pty Ltd + Devine Limited + John Holland Pty Ltd; Lend Lease Development Pty Ltd; Mirvac Queensland Pty Limited + ABN AMRO Australia Pty Limited; and Stockland Corporation Limited + Laing O'Rourke Australia Ltd.*

The purpose of the competitive bid process is to identify a preferred 'Alliance Partner'.

Ultimately, the rejuvenated site will be reshaped into an all-year-round lifestyle and cultural hub, with the first submission stage focussing on a \$65 million redevelopment of the Industrial and Large Animal Pavilions.

According to RNA Chief Executive Jonathan Tunny, the organisation was overwhelmed by the number and quality of EOI submissions.

"The opportunity to work on an iconic site such as the RNA Showgrounds doesn't come along often. It has clearly sparked the interest of domestic and international developers and architects," Mr Tunny said.

Construction is planned for both buildings to begin in September 2009 following next year's EkkA, with the Animal Pavilion due to be completed by July 2010, and Industrial Pavilion – home to the EkkA's Showbags arena – to be completed by March 2011.

The community had their first opportunity to view plans for the site when the RNA hosted a display at the *Urban Land Development Authority's Community Open Day* in mid May.

Attendees at the display, held at the *Stockmen's Bar* at the RNA Showgrounds, could view both the DSS and the State Government's broader plans for the Bowen Hills area.

Community feedback received to date indicates significant support for the proposed upgrade of the RNA

Showgrounds, and a call for more conference and event facilities on site.

A series of static and staffed public displays of the DSS are also planned from late July through to early August, where local residents and businesses can ask questions and provide feedback to the project team.

"We've been working on elements of the DSS for the past four years to ensure the RNA Showgrounds remain an integral part of Queensland's social fabric and ensure the EkkA maintains its position as Queensland's biggest annual show," Mr Tunny said.

The selection of the preferred 'Alliance Partner' will be announced later in the year.

For information on display times, locations and feedback, please visit www.mashowgrounds.com.au/redevelopment



FUTURE DIRECTIONS *and the RNA*

With several new members on board in the past 12 months, the Future Directions Committee (FDC) is as enthusiastic as ever to promote its activities to the 18-35 year old market during EkkA. The members of FDC aim to cultivate the interest of their contemporaries to ensure the vitality of the RNA for the long term.

This strategic process involves identifying, organising and supporting events that encourage target markets to engage with the RNA and The Royal Queensland Show. This year, the

committee is involved with several new concepts and events aimed at raising the profile of the RNA among younger people, encouraging networking and understanding between urban and rural demographics and strengthening the educational role of the EkkA.

The events begin on July 18 at the nationally renowned Paradise Lagoons campdraft near Rockhampton with an afternoon networking session. The FDC will once again host its popular EkkA function on 7 August, the first day of EkkA.

On Saturday, 9 August the FDC will co-host the exciting *Owning Our Future* forum at the RNA Showgrounds.

Members are involved with the RNA's innovative new *VIP for a day* tours as volunteers at the EkkA, and plan on furthering this initiative by offering free, scheduled, small group tours throughout the first Thursday, Friday, Saturday and Sunday of the Royal Queensland Show. Externally, the FDC has also been involved on a consultative basis with the Lord Mayor's Community Trust "City Meets Country" Ball to be held on Saturday 9 August.

For more information please email Bryce Camm, Chairman of the FDC at bryce@cammgroup.com.au.

COLIN CAMPBELL'S GARDEN

Colin Campbell's credentials are numerous and his media pursuits many. You may have heard Colin's gardening advice on 4BC's talk back gardening program, seen him on ABC's *Gardening Australia*, or read his gardening column in *The Courier-Mail*. What you may not know is Colin was the founding president of the Queensland State Council of the Australian Institute of Horticulture, the man with the idea to create what became the Roma Street Parklands, and recipient of an Order of Australia Medal (OAM) for services to horticulture.

He has also had four different flower varieties named *Colin Campbell* in his honour. Colin is an Honorary Council Steward for the Horticulture section of the Royal Queensland Show and is very passionate about the EkkA and all it stands for. "As a boy from the bush, I'm passionate about country people," Colin said. "The Australian farming community is very important and we need to fight for the rights of our farmers. The EkkA plays a vital role in educating people about the country.

"The EkkA has changed over the years, as everything does, but it remains a Queensland institution focused on its roots and real purpose." Colin's role at the EkkA continues a lifelong love of horticulture. He has been a steward for the Show for nearly 20 years with the last 15 spent as an Honorary Council Steward. Colin's interest in gardening stems from his father and from when he was a young boy growing up on a farm near Christchurch in New Zealand.

Colin pursued this interest academically, studying horticulture at the Canterbury University College, New Zealand, where he completed a two-year full-time diploma. Although always involved in horticulture and agriculture, Colin's professional positions varied from being a publisher for a farming newsletter and a sales manager for a fertiliser company, before turning his focus to the gardening media.

Colin met his Australian wife, Beverly, in New Zealand and they moved to Brisbane in 1977. One year later, Colin became an Australian citizen. His passion for gardening spans from his professional life to his personal life. Indeed it's hard to see where one begins and the other ends. When questioned if he has a favourite flower or plant, Colin responds with enthusiasm. "I have 2,343 of them," he said. "Today I have some lovely hibiscus flowering in my garden so they are currently my favourite, but tomorrow it will be something else."

Colin and Bev live on a 1 ¼ acre property at the Sunshine Coast Hinterland. Both share a love of gardening and their property features a rainforest and lush gardens. The Horticulture competition in the Flower and Garden Pavilion features exhibits from horticultural and agricultural societies across Queensland. The exhibits are officially judged and a ribbon is awarded to the winners. This year, the Horticulture section will have a new competition held for school children to create sculptures using fruit and vegetables.

Colin hopes the competition will encourage more people to visit the Flower and Garden Pavilion, which is housing the exhibit for the second year.

With the allocation of a new home for the Flower and Garden Display, Colin said the exhibit will be one to really look out for in the next few years.

Honorary Council Steward and gardening guru speaks about all things EkkA and his lifelong passion for gardening.



EkkA.com.au:

A DESIGN OF THE TIMES

The new look 2008 EkkA website was launched on Friday, 23 June 2008. EkkA.com.au has been re-designed for the RNA using the latest interactivity techniques to create an interface which is fun, user friendly and efficient.



In recent years, the RNA has had an increasing focus on improving its online presence. This year there are a number of online initiatives to drive more traffic to the EkkA website including:

Online tickets

With tickets available for the first time online, budgeting for EkkA 2008 is even easier. Family friendly ticketing options are available from the site and everyone can look forward to ticket pricing ranging from \$16.00 for a concession to \$56.00 for a family consisting of two adults and two children.

www.EkkA.com.au/tickets

Interactive itinerary

During EkkA, the RNA Showgrounds becomes a hive of entertainment and educational experiences for the whole family. This year, stop by the website to find the new interactive itinerary builder to plan your day in minutes. The interactive itinerary builder allows you to enter your timeframe, interests and budget; then plans your personalised EkkA experience. What could be easier?

www.EkkA.com.au/itinerary

Online entries

Online entries have closed for the year; however feedback for this inventive online feature has been positive on all fronts. Remember to visit the website early next year, to see what else is new.

E-Newsletter

Now that this year's website is live, the EkkA E-Newsletter will be distributed weekly. The E-Newsletter is a great way for true EkkA fans to stay on the cutting edge of the latest news for EkkA 2008.

The E-Newsletter will also contain giveaways each week, so get online to subscribe and win. www.EkkA.com.au

EkkA online game: 'Knock 'em Down'

Stack up the cans and 'Knock 'em Down' for your chance to win EkkA family passes. This addictive game will be available on the EkkA website and can be emailed to friends.

www.EkkA.com.au/game



ourbrisbane.com, Brisbane's leading lifestyle and leisure website, has been an invaluable online media partner for EkkA 2008.

The popular site is the RNA's strongest online ally and has recently launched the EkkA feature for 2008.

This year's feature will include all of the key EkkA events, a showbag guide, EkkA feature stories, EkkA competitions as well as other EkkA related content such as the *Museum of Brisbane* EkkA exhibit. For the first time visitors to the site will now be able to share their EkkA photos, experiences and opinions.

In May 2008, ourbrisbane.com relaunched its website with a fresh new look, new content and improved functionality.

On the new site residents and visitors can not only keep in the loop about what's happening in Brisbane, they can now engage with the city on a whole new level and share their own Brisbane

experiences by posting reviews, photos and more.

Everything you know and love about ourbrisbane.com is still there, but with lots of great new content including shopping, fashion and design, lifestyle and a greatly expanded to see and do section.

Whether you are a resident or visitor, ourbrisbane.com has everything you need to know about Brisbane – including festivals, events, dining guide, real estate, things to see and do, local news, weather, transport, traffic updates and more.

ourbrisbane.com proudly supports Brisbane festivals and events, including EkkA 2008.

For your comprehensive guide to EkkA 2008 visit www.ourbrisbane.com.





BEST IN SHOW

Every dog has its day and none more so than those competing in this year's dog agility and obedience competitions. The first weekend of the EkKA is a great time to see some of the best behaved dogs in Queensland and to pick up a few training tips to take home for your own pooch.

Although the Canine competition spans the entire week of the EkKA, the more active sides of the playful pups are best showcased at the first weekend.

See all breeds of dogs compete – the only requirement is that to enter the Canine competition, you have to be a member of a governing body in each state, for example, the *Canine Control Council* (Queensland). Dogs must be at least six months old to compete in the obedience section of the competition and 18 months for agility. There is no upper age limit and some of the talented dogs compete to more than 10 years of age.

Saturday

Saturday's festivities kick off from 9am and wrap up at around 3pm in Oval No. 2. Spectators will be in for a treat with both obedience and agility classes running concurrently. Three of the four levels of dog obedience grades

compete including the *Companion Dog*, *Companion Dog Excellence* and the *Utility Dog* classes.

Sunday

Sunday's action begins again at 9am and finishes at 12pm in Oval No. 2. The most obedient dogs compete in this class, requiring dogs to use their sense of smell to detect articles, among decoy articles, that their handler has touched. Look out for the dancing dogs on display in the oval as part of a demonstration competition. Other dog highlights to look out for include a display of dog agility after the Grand Parade on People's Day in the Energex Community Arena, and the different breeds judged each day in the Dog Pavilion. If you miss the first weekend, you can see agility, obedience and doggie dancing demonstrations daily in the Dog Pavilion.

From intelligence to speed, agility showcases a different side of a canine. A handler guides the active dogs through tunnels, over hurdles and across seesaws. There are three classes which require the dogs to compete on the same course in increasingly faster times. See big and small dogs alike race around a course of to negotiate approximately 20 obstacles in 60 seconds.

EKKA IgNITES

The tradition of evening fireworks has an illuminating, new twist in 2008 with the introduction of a laser show in the Energex Community Arena each night.

Howard and Sons will create a spectacular, innovative and highly entertaining pyro-musical performance to delight all ages.

The company has vast experience in delivering pyrotechnical spectacles, having worked internationally as well as with the *Sydney Royal Easter Show* and the *2006 Melbourne Commonwealth Games Opening Ceremony*.

The display will feature a wide variety of close proximity pyrotechnics and brilliantly bright flames and fireballs that erupt to the beat of music.

As always, the *Dairy Farmers fireworks and laser show* will be a highlight of any EkKA itinerary.



CALLING ALL STUDENTS

The RNA Career and Training Expo is an annual initiative of the RNA and its partners to educate secondary students about the agricultural and industrial options that exist after leaving school. With a specific focus on rural employment opportunities and career development, the Career and Training Expo will target students engaged in rural study or those considering a long-term career in the rural sector.

The RNA has invited a select group of exhibitors to assist in achieving educational goals set by the RNA as an investment in Queensland's future agricultural and industrial success. Educational aims of the Expo include: showcasing employment options, highlighting rural lifestyles and training pathways and encouraging our youth to consider joining the country's elite rural industries. With a vision for shaping a new understanding of rural careers and lifestyles that combine tradition with technology, the RNA has undertaken a sizeable commitment to sourcing engaging and persuasive presentations for the day.

Volunteers fulfilling the role of 'Career Navigators' will assist visiting students and exhibitors to make a more personalised and focussed

connection with each other. The group of 'Career Navigators' will be made up of representatives from peak industry bodies, key stakeholders and the RNA Future Directions Committee.

Around 20 exhibitors representing the elite Agricultural producers of the state and the most dedicated and specialised training providers will present a broad cross section of options and advice throughout the day. Industry leaders including: Rural Schools Australia, AgForce, University of Queensland, Suncorp Ltd, Australian Agricultural College Corporation and the North Australian Pastoral Company will have a valued presence.

Schools from all over Queensland have confirmed their attendance and all exhibitors welcome the opportunity to impart their knowledge to a youthful audience. Held on the RNA's Main Arena, the Expo will run over the course of a day with a barbeque lunch being provided for participating schools. The *RNA Career and Training Expo* provides an excellent meeting place for potential rural employers, training organisations, prospective young employees and students on Tuesday 5 August, two days prior to the first day of Ekka.

Position Vacant

DO YOU ENJOY:

- working outdoors?**
- working with animals?**
- working with machinery?**
- finding solutions to technical problems?**
- talking to people about current issues?**
- watching crops bear the fruits of your labour?**

The RNA would like to draw your attention to employment opportunities currently available in the agricultural or industrial sectors. Visit www.Ekka.com.au for more details about the RNA Career and Training Expo.



Looking forward to a
WEEK OF SUNDAES

Peters Ice Cream strawberry sundaes originated at the Ekka in the early 1950s and quickly became synonymous with all things Ekka. So recognised are they as an Ekka icon, *Peters Ice Cream* elected not to produce the sundaes for any other event in Australia.

Three to four days of production are required to produce the many thousands of famous strawberry sundae ice creams consumed each August in Brisbane.

Originally supplied by the Peters Factory at West End until 1996, it is now supplied by the Nestlé Peters Ice Cream Factory in Mulgrave, Victoria. The change meant significant re-engineering and product testing to ensure the strawberry sundaes matched the original well-loved recipe enjoyed at the RNA Showground's every year.

The finishing touches of the strawberry sundae are completed on site by voluntary labour associated with charities raising funds for their respective causes. The Prince Charles Hospital Foundation has partnered with Nestlé Peters for many years and is an integral part of delivering the strawberry sundaes to the Ekka crowds.

Nestlé Peters is extremely proud to continue its long standing association with the RNA and the Ekka in 2008 and for many years to come.





How to select an

AWARD WINNING CRESTED FOWL

In an Australian first, crested breeds will be the standout feature for the combined poultry classes during Ekka 2008. These beautiful breeds display impressive plumage and will be a 'must see' attraction at Animal Boulevard this year.

Barney Hackney, poultry steward for the RNA and President of the Crested Breed Club of Australia, has had a lifetime of experience breeding crested fowls.

A respected member of the crested breeding community of Australia, Barney once had the largest collection of the Arucana breed in all of Australia.

Showbiz recently caught up with Barney, who told us about his passion for poultry and some fascinating facts about fancy fowl.

When it comes to choosing an outstanding crested fowl, what features do you look for?

Crested varieties can be very challenging to breed as they require much more care and attention to detail in comparison to standard poultry varieties. When you are starting out

as a breeder, only around 10 per cent of the birds you hatch are suitable for competition. The fowl must fulfil a number of criteria, as outlined by the *Australian Poultry Book of Standards*.

Competitors have to be true to all recognised qualities of their breed. For example, the Houdan fowl is expected to have five toes. Each breed has its own specific recognised colours and all have to have well-formed and well maintained feathers.

Of course, the crest is one of the most important features of these breeds and a specific set of criteria is applied to its appearance and formation. The fowl must also have a 'showing' temperament and must be able to remain calm throughout competition.

How long have you had an interest in crested fowl? Why?

I bred a few fancy fowl at the age of 12 and my affection for the charming creatures has stayed with me to this day. As a young adult I moved around too frequently to keep poultry, however, when I settled down, the opportunity arose to acquire a few chickens and I started breeding again. I have been

the premier breeder of Arucanas in Australia for 25 years. My other focus lies with the Polish and Houdan breeds.

Do you have any tips for beginners who would like to adopt their own crested fowl?

The most important thing to consider is that crested breeds cannot be mixed with standard breeds as their temperaments are very different. Crested fowl are much gentler and will be bullied and pecked by their standard counterparts. It is also important that you acquire your chickens from a reputable breeder to ensure that you are buying a specimen with a good bloodline and a calm temperament.

There are also specialist breeding and grooming techniques that take a bit more time than standard breeds. You may be lucky and find an expert who is willing to take you under their wing. If you need any advice about breeders or care instructions for your animal, feel free to contact the *Crested Breed Club of Australia* (secretary@crestbreeds.com).

www.crestbreeds.com



SPOTLIGHT ON *The Grounds Staff*

The RNA Showgrounds grounds staff are working hard to prepare for Ekka 2008. A large factor in the success of the Ekka each year is the efficient maintenance and construction of the Showgrounds.

In the six weeks between the *Queensland Caravan Camping and Touring Holiday Show* and the Ekka, the RNA significantly boosts its ground staff in numbers in order to get ready for the *Royal Queensland Show*. During this time, the grounds staff team work tirelessly to ensure the Showgrounds will be safe, appealing and ultimately

in good shape when the gates open to the public.

Since the bump-out of the *Caravan and Camping Show*, the ground staff have put their energy towards pulling out storage to set up pavilions and animal areas. New cages are currently being installed for the hundreds of birds, poultry and pigeons housed within Animal Boulevard, Ekka grandstands are being revived and the Brisbane Markets Agricultural Hall is also undergoing a facelift.

Noel Brindley, Grounds Superintendent, is now preparing for his 23rd Ekka.

Noel says that while preparing the Showgrounds for the annual event is always a challenge, having a dedicated and skilled team that works hard is the secret for everything coming together as a success. Some RNA grounds staff have created a legacy in their time with the RNA. John Swinscoe, Noel Richardson, Artie Watkins, Laurie Hart and John Ballard have all been with the RNA for more than 25 years and are testament that for some people, the Ekka is much more than just Queensland's largest event.

LANDMARK sponsorship deal

The RNA extends a very warm welcome to a new sponsor of Ekka 2008, **Landmark**. Landmark is the naming rights sponsors of the *Led Steer Jackpot* competition, the *Junior Exhibitors Led Steer and Carcass competition* and the *Prime Lambs competition*. Make some time on the morning of Friday 15 August to see the *Stud Sheep Schools Competition* in the Lower Beef Pavilion, which is another activity supported by Landmark.

The competition draws in entries from more than 100 students who take care of their own sheep, then bring them to the Ekka for the competition.

Landmark Queensland State Livestock Manager Brendan Wade said he was proud to be supporting an event that gave so many people the opportunity to compete against the best in the state.

"Ekka holds a unique place in all of our hearts. It is wonderful to be able support events important to us as a business," Mr Wade said. "This is a great event and Landmark is proud to support it all around Australia."

Brendan is pictured below on the lower right with his Queensland Stud Stock Team.



Top left: Mark Scholes, Colby Eade. Lower left: Bruce Scott, Peter Brazier, Michael Lawton, Garth Hughes, Brendan Wade



In the NEIGHBOURHOOD

The RNA Showgrounds is a unique destination in the heart of the Bowen Hills community, and is surrounded by innovative, exciting and forward thinking organisations. The redevelopment of the RNA brings an exciting opportunity to rejuvenate the RNA Showgrounds to create a mixed use precinct with year-round vitality.

This is an exciting time for Bowen Hills, and indeed for Queensland, and here is some more information on what's happening in our neighbourhood.

RNA's neighbour, The Cancer Council of Queensland probes prostate cancer risks through recent study

In a Queensland first, an estimated 800 Queensland men will take part in a two-year Cancer Council Queensland study, to help men who face a high risk of developing prostate cancer.

The research project, which is being undertaken in collaboration with Griffith University and being funded by Cancer Council Queensland, will target men who have an immediate relative affected by prostate cancer.

General Manager Programs and Research for Cancer Council Queensland, Dr Suzanne Steginga, said that first-degree relatives of men with prostate cancer have a higher risk of being diagnosed with prostate cancer, than men without a family history.

"We know that a family history of prostate cancer is a consistent risk factor and that the risk of being diagnosed with prostate cancer more than doubles for first-degree relatives

of men with prostate cancer; and increases threefold when more than one first-degree relative has prostate cancer," Dr Steginga said.

"The study will provide insight into the behaviours of men with a family history of prostate cancer, to develop education and support programs for men with a high risk of the disease," she said.

Prostate cancer survivor and National Support and Advocacy Chairman for the Prostate Cancer Foundation of Australia, Bill McHugh, said men at higher risk of prostate cancer would benefit from the study.

"I was diagnosed with prostate cancer myself and am now in my ninth year post-treatment. With my two sons now in their forties I will be encouraging them to monitor their prostate health, commencing from the age of 45," he said.

"This study will help highlight the need for increased prostate health awareness in male relatives of men diagnosed with prostate cancer.

"The development of resources and programs as a result of the study will provide much needed support to Queensland men at higher risk of developing the disease," Mr McHugh said.

The start of this study coincides with *Prostate Cancer Awareness Month* in September and a *National Prostate Cancer Call-in* on Thursday, September 11. Anyone affected by prostate cancer, either personally or in their family, is encouraged to call the Cancer Council Helpline on 13 11 20 on September 11 for information and support about prostate cancer.

Cancer Council Queensland funds these important cancer research and patient and family support programs through fundraising events like upcoming *Daffodil Day*, which is one of the biggest in the calendar.

Reach out to the 1 in 2 Australian men and women who are diagnosed with cancer before the age of 85 by supporting Cancer Council's 2008 *Daffodil Day*, on Friday August 22.

In 2008, Cancer Council Queensland will provide nearly \$12 million in funding for research into cancer, including projects like the prostate cancer study.

Funds raised from *Daffodil Day* will also go towards cancer prevention, education and support services like the *National Prostate Cancer Call-in* on Thursday, September 11.

Cancer Council Queensland is an independent, community-based charity. The achievements of Cancer Council Queensland are made possible by the generosity of Queenslanders.

To register as a volunteer or make a donation this *Daffodil Day*, please call us on 1300 65 65 85 or visit our website www.daffodilday.com.au.



MY EKKA!

Since the first Show in 1876, the Ekka has swiftly become a part of the social fabric of Queensland. Without it, Brisbane wouldn't be the same. To celebrate the significance of the Ekka's place in our hearts, the Ekka 2008 campaign will tap into our sense of ownership of Queensland's largest event.

'My Ekka' celebrates everybody's Ekka traditions and encourages all Queenslanders to personally tailor their Ekka experience. As part of the campaign, the RNA is working towards creating the best value for money at this year's Ekka. A number of avenues are now open to ease the strain on everybody's back pocket.

By visiting Ekka.com.au, families can plan their day to a budget. The interactive itinerary planner provides details of competitions, entertainment and education events occurring at Ekka 2008, allowing Show-goers to sort activities by date, interest and budget. With more than 1,000 free events scheduled throughout the 10 days of Ekka, you can fill your day with musical performances, animal shows, interactive educational displays and fashion parades, to name a few.

The Courier-Mail Ekka Show Guide will contain a section devoted to discount coupons and readers can expect reductions on food, shopping

and rides. One of the most cost effective Showbags this year will be *The Courier Mail Ekka Adventure Trail (EAT) Kit*, available to purchase from any information booth. The EAT Kit leads participants on a scavenger hunt through the RNA Showgrounds as they build their own Showbag, consisting of a number of freebies as described on the EAT map or Ekka website. Samples of food and wine are available in the *Woolworths Fresh Food Pavilion*, as are cooking displays and demonstrations at the *Taste of Queensland Kitchen*.

The lush green grass and cool shade of *Peters Enchanted Park* make the perfect place for a family picnic. With free sack races, egg and spoon races and other family entertainment occupying the kids, parents can sit back and take a well deserved rest. Another option to help families budget in advance is to pre-purchase your Ekka tickets online at attended QR stations, through RACQ or Australia Post. Ticket prices will remain the same as last year.

'My Ekka' is about making Queensland's favourite event accessible to all Queenslanders. By honouring the greatest Ekka traditions and planning your day in advance, family friendly options will help to create even more happy memories in Ekka 2008.



my
EKKA!

Behind the Scenes: Storage

SET TO THRILL

It's hard to imagine the home of Sideshow Alley, fairy floss and showbags being the scene of anything sinister, yet local film company *Rich Vein Productions* recently turned the RNA Showgrounds into the scene of a murder. Beyond the 10 days of the Ekka, the RNA Showgrounds plays host to a number of big ticket events including expos, meetings, sporting events and even the occasional film shoot.

Showbiz recently caught up with Elizabeth Symes, co-producer of a locally made feature film which was recently in production using a number of locations throughout Brisbane. *Storage*, a psychological thriller, was shot principally on the RNA Showgrounds using local cast and crew.

The film has been privately funded and makes further headway for those hoping to get independent feature projects off the ground in Queensland's growing film industry.

Storage is the feature directorial debut of Michael Craft, a local film maker who has already had solid success in the short film arena. Michael's internationally acclaimed short film, *The Machine*, screened at more than 40 film festivals around the globe. In recent years, Michael has teamed up with Austrian entrepreneur Gregor Drugowitsch to form *Rich Vein Productions*, with the intention of launching *Storage* internationally.

'Gregor and Michael were planning a new project when Michael found himself helping a family member move some items out of a storage facility,' co-producer Elizabeth Symes said.

'Later Michael rang Gregor, convinced he had an ideal setting for their film. With such a 'creepy' setting locked in, the thriller quickly took shape.'

Michael and Gregor began to research mass murders and advanced their inquiry by delving into biographies, newspaper articles and eyewitness accounts. In order to truly grasp the gritty tension required, both writers poured through hundreds of resources throughout the drafting process.

The result, *Storage*, is a thriller about 17-year-old Jimmy who has come to work in a multi-level storage facility in the city after a family tragedy has displaced him from his home town. Among the cold steel maze of doors and dark caverns filled with lives in boxes, the chilling story reveals a sinister series of events as Jimmy discovers a killer is hiding evidence of a crime in his storage unit. Jimmy decides to track down the killer with his Uncle Leonard, but soon discovers once you start down a dark road, it's almost impossible to turn back.

The backdrop for this exciting thriller is the RNA Showgrounds' Beef Pavilion. Its great echoing confines provided the perfect location for the storage facility. The enormous set, which was constructed on the upper level of the building, consisted of four tons of building material.

Production Designer Michelle Sotheren was responsible for designing the catacombs of roller doors eerily illuminated by flickering fluorescent lights. Michael and Gregor are committed to seeing a strong return on investment for *Storage*, with both using the similarly low-budget runaway success of *Wolf Creek* as inspiration.

"It's encouraging to see local companies such as *Rich Vein Productions* providing great local opportunities for Brisbane talent," Elizabeth Symes said. "Considering the increase in independent features occurring in Brisbane, the outlook for further growth in the sector is positive."

For further information about *Rich Vein Productions* visit www.richvein.com.au



Shot on the RNA Showgrounds, *Storage* is set to thrill audiences both nationally and internationally.

GIVEAWAY

Opening 21 August 2008

The RNA has many neighbours and one of the most theatrical is The Starlight Theatre Co-op located in Spring Hill. In 2007 The Shaftsbury Centre in Spring Hill was transformed into a theatre. The 'Centre Stage Theatre' space is now the new home of the Starlight Theatre Co-op.

When the Starlight Theatre Co-op's Artistic Director Jack Bradford first saw the small Spring Hill space in early 2007, a vision began to emerge. Through the following months, Jack and the Starlight Theatre Co-op Team spent tireless months planning and implementing the renovation of the tiny basketball court into a boutique 108 seat Theatre.

The next production by this dynamic group is *Tartuffe*, directed by Tim Wallace, Artist-in-Residence at the Starlight Theatre Co-op. *Tartuffe*, Moliere's most famous work was also potentially his most scandalous and hilarious.



The Starlight Theatre Co-op's 2008 production of *Tartuffe*

In the play *Tartuffe*, an imposter, poses as a member of the clergy and tries to dupe a wealthy and naïve man into handing over all his worldly possessions.

The Starlight Theatre Co-op has now produced four shows in the 'Centre Stage Theatre' space and their triumphant first season will finish the year with three more Productions including *One Flew over the Cuckoos Nest* in September, *Antigone* in October and *Suds* in November.

For your chance to win one of eight double passes to the opening week of *Tartuffe* email your membership number, name and address to giveaways@EkkA.com.au by **Monday 18 August.**

Directed by Tim Wallace, *Tartuffe* is playing as part of Starlight Theatre Co-op's 2008 season at Centre Stage Theatre, 25 Quarry St, Spring Hill. Season begins 21 August through 6 September 2008.

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What's On

August

Royal Queensland Show 'Ekka'

7 – 16 August 2008

The Royal Queensland Show (affectionately known as 'Ekka') is Queensland's largest annual event. With a heritage spanning over 132 years, 'Ekka' is held at Brisbane's RNA Showgrounds for 10 days every August. Ekka 2008 will run from Thursday 7 August to Saturday 16 August, and will be the 132nd anniversary of the first Show. To buy your tickets online or to plan your day on the interactive itinerary builder visit: www.Ekka.com.au



Oktoberfest Brisbane

19 – 21 August 2008 & 26 – 28 August 2008

Be immersed in the original and authentic German experience when a corner of Munich is created in the heart of Brisbane at its new home in the RNA Showgrounds during the last two weekends in September 2008.

Featuring the traditional big tent with a real German Oktoberfest band directly from Munich, a wide range of gourmet German foods and delicacies, German beers, fun activities for kids, a great range of authentic entertainment and a beer garden under the boughs of beautiful Moreton Bay Figs; Oktoberfest Brisbane 2008 will combine the best of Munich and Brisbane for this wonderful cultural experience. For tickets and full details of the event visit: www.oktoberfestbrisbane.com.au



September

Ideal Bride 5 – 7 September 2008

12 Years and still going strong that's Queensland's longest running and most popular wedding expo *The Ideal Bridal Exhibition*, this expo boasts 'all things bridal under one roof'. This is a great opportunity to talk to over 100 exhibitors that are all experts in their field as well as a chance to see what the latest is in bridal fashion and wedding accessories.

The wedding expo runs across the weekend with five world class fashion parades showcasing glorious gowns, luxurious lingerie, mother of the bride and fantastic formal wear. There are also opportunities to enter free competitions to win fantastic prizes. You could even win your wedding dress! For more information visit: www.idealbride.com.au



Bridge to Brisbane 7 September 2008

Why not get together a team of your friends, family, workmates or a community group and enter *The Sunday Mail Suncorp Bridge to Brisbane*? This is a great way to improve your health and fitness while raising valuable funds for Youngcare to help change the lives of young people with high care needs.

There will be a 5km and a 10km event, both of which set their sights on the RNA Showgrounds as their final destination. For more information or to register visit: www.bridgetobrisbane.com.au



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