

# media release



## Website launch set to refresh Ekka traditions

(Traditions or memories or conventions?)

- The new look 2009 Ekka website will go live on Wednesday 1 July.
- Ekka.com.au will act as a one-stop-shop providing Ekka patrons with an online guide to all of the events, fun and excitement of this year's Ekka.
- In a year where the RNA is celebrating the forever changing face of the Ekka, the website embraces new technologies allowing Ekka patrons to not only purchase tickets and enter competitions online, but also build personalised Ekka itineraries to enhance their experiences and create new treasured memories.

### Online Ticketing

- "This year there are several online initiatives to drive traffic to ekka.com.au."
- "To celebrate Q150, the first 5000 Ekka tickets purchased online will be discounted by 15%."
- "Buy your Ekka tickets online and book your free reserved seating at the Coffee Club parades."
- "Online tickets will also reduce queue times with e-ticket holders entering via a special pass holder's gate."

### Online Competition Entries

- The RNA entries team receives around 24,000 Ekka competition entries every year.
- In an effort to increase the efficiency in which these entries are processed, entrants can now simply enter with a click of a button.
- This new electronic service decreases the RNA's carbon footprint, whilst saving time and money.

### Interactive Itinerary builder

- "By visiting ekka.com.au, families can plan their day to a budget."
- "The interactive itinerary builder allows you to enter your timeframe, interests and budget; then plans your personalized Ekka experience."
- "With more than 1,000 free events scheduled throughout the 10 days of Ekka, you can pick out a few things that you want to see and do and ensure that you are there on time."

GRAND  
CHAMPION  
SPONSORS



# media release



- “The itinerary builder allows people to experience the best of the Ekka within a set time frame and budget.

## MEDIA ENQUIRIES:

Andrea Sackson  
Ekka Media Unit  
Mobile: 0414 672 318  
Email: [pr@ekka.com.au](mailto:pr@ekka.com.au)

The Royal National Agricultural and Industrial Association of Queensland | ABN 41 417 513 726  
RNA Showgrounds, Gregory Terrace, Bowen Hills, Brisbane Queensland Australia  
Locked Bag 1010 | Albion Queensland Australia 4010  
D +61 7 3852 3946 | T +61 7 3852 1831 | F +61 7 3257 7206 |  
[www.rnashowgrounds.com.au](http://www.rnashowgrounds.com.au) | [www.rna.org.au](http://www.rna.org.au) | [www.ekka.com.au](http://www.ekka.com.au)

**Ekka! 6 – 15 August 2009**

## More information about the Ekka website and ticketing:

### 1. Tickets

- Prices
  - Adults = \$23
  - Children (5-14) = \$13
  - Concession = \$17
  - Under 5yrs = free
  - Family A (2 Adults + 2 Children) = \$57
  - Family B (1 Adult + 1 Child) = \$32
- 2009 Online feature and discounts
  - To celebrate Q150, the first 5000 Ekka tickets purchased online will be discounted by 15%.
  - Buy your Ekka tickets online and book your free reserved seating at the Coffee Club parades

### 2. Ekka Website

**GRAND  
CHAMPION  
SPONSORS**



# media release



- **Ekka.com.au goes live on 1 July 2009!**
- The website features:
  - Online ticketing
  - Online competition registration
  - Exhibitor information
  - Entertainment guide
  - Ekka itinerary builder – personalise and plan your Ekka visit.
- During the Ekka, competition results; schedules; highlights; and alerts will be updated daily.

## GRAND CHAMPION SPONSORS

