

Prince Charles Hospital Foundation

The Ekka strawberry sundaes have been funding much needed medical research for the Prince Charles Hospital Foundation for 29 years. The sweet treats are a family favourite and have been enjoyed by millions of Ekka guests - they're delicious and the profits help fund medical research to tackle some of Australia's most debilitating chronic illnesses.

On average, more than 152,000 sundaes are devoured each Ekka, using:

- 6.2 tonnes of fresh Queensland strawberries
- 830 litres of fresh cream
- 22,500 litres of LICK! ice cream (strawberry and vanilla)
- The helping hands of 3,000 volunteers

At last year's Ekka, enough sundaes were sold to support 3,800 hours of medical research and this year the goal is to raise enough funds for 4,000 hours.

Lady Cilento Children's Hospital

The Ekka is once again delighted to take a little slice of Ekka action to the children at the Lady Cilento Children's Hospital. For more than a decade, the RNA and Children's Hospital Foundation have joined forces to put some Ekka smiles on the faces of kids who can't attend Queensland's most loved event due to injury or illness. Our entertainers and showbag exhibitors give freely of their time and products each year to give the kids and their families a dose of Ekka. This year's visit will be held on Wednesday 9 August.

Friends of Ekka

Under its Friends of Ekka program, the RNA provides free entry each year to charity and community groups across Queensland. Known as the People's Show, the Ekka is for all Queenslanders to experience and without assistance many of these people, young and old, would not be able to visit. Free tickets are also provided to schools for fundraising purposes.

Community showcase

The Ekka is Queensland's largest community event and is proud to provide a stage to hundreds of talented individuals. The Ekka showcases the best of Queensland including artists, industry groups, school groups, musicians, entertainers, exhibitors and competitors, many of whom are provided an audience of almost 400,000 people. This year we're thrilled to welcome back the revived Community Stage presented by Colorbond Steel, which will be used by dance, school and community groups and entertainers.



Queensland Ag Shows (QAS)

Queensland Ag Shows is proud to partner with the RNA to present the State Finals for their annual competitions at this year's Ekka, including:

Miss Showgirl

The Ekka is proud to host the 11 state finalists for Miss Showgirl, a competition promoting young women involved in Queensland's Agricultural Show movement. The presentation and announcement of the 2017 winner will be held on Friday 11 August at 3pm on the Entertainment and Fashion Stage, Royal International Convention Centre (Royal ICC).

Contact: Lorraine Crothers 0417 147 410

Natural Fibres Competition

Amateur dress makers and aspiring designers will showcase their latest wearable art creations in the Natural Fibres Competition, which aims to promote the primary industries in Queensland. The competition will be held on Saturday 12 August at 3.30pm on the Entertainment and Fashion Stage, Royal ICC.

Contact: Pamela Ferguson 0410 319 450

Ute muster

Engines will be revving when the famous Ute Muster drives into the Main Arena. The competition aims to raise interest in Queensland utes within the community. The Utes Parade will then be held at 1.10pm on August 19 and 20.

Contact: Jason Black 0429 632 387

Rural Ambassador Awards

Highlighting the importance of young people in rural and regional Queensland, the Rural Ambassador Awards celebrate those who have an involvement in and passion for the Agricultural Show movement. A showcase of the state finalists will take place on Saturday 12 August at 1pm on the Entertainment and Fashion Stage, Royal ICC.

Contact: Jess Crawford 0427 521 202

