

media release



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The Show will go on

The RNA today thanked Queenslanders for their support of the Show and said that despite a 30 per cent drop in attendance, the Ekka would continue.

RNA President Dr Vivian Edwards said the RNA had suffered a loss of \$1.6 million in revenue this year due to poor attendance.

“The great myth that the Ekka is responsible for the flu must be put to bed forever,” said Dr Edwards

“This year’s flu epidemic started four weeks before the Show, but unfortunately again the Ekka was linked in all public forums.

“It is a myth,” he said. “Who could possibly believe that coming to the Ekka will make you sick, but if you walk down Queen Street, see a football match at Suncorp stadium, go to work, ride a train or do the grocery shopping, you’ll be fine.”

Dr Edwards said he would be working closely with Queensland Health in future to ensure that the message and actions by health authorities applied to all public forums.

This year’s uncharacteristic drop in numbers at the gate and revenue has also emphasised the urgent need for redevelopment and upgrading of RNA Showground facilities.

“All businesses in South East Queensland have suffered a loss this flu season, be it in profit or labour, but many are better able to cope with the seasonal loss and make it up through the year.

“The Ekka runs for ten days only and like the RNA, Ekka exhibitors and carnival operators rely on good crowds.

“The RNA Showgrounds are situated in a prime inner city location and should provide top class facilities for events and activities for Queenslanders to enjoy all year round. Our focus must be on driving the redevelopment process to provide better facilities which in turn will improve revenue and allow us to value add to the Ekka every year.

“The Ekka is great value for money and a great event, but there is always room for improvement. As of Monday, we’ll be undertaking a thorough assessment of all aspects of Ekka ‘07, so we can come back next year with a Show that will knock your socks off,” Dr Edwards said.

“In saying that, the new Animal Boulevard has been an amazingly popular attraction and Ekka competitions, the essence of the Show, are as strong as ever, from livestock to cookery – which is a tribute to the Show and its 700 volunteer stewards and judges.”

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