Ekka

ROYAL QUEENSLAND SHOW

CREATIVE CLIPS COMPETITION 2027



RNA | THE ROYAL NATIONAL AGRICULTURAL AND INDUSTRIAL ASSOCIATION OF QUEENSLAND

Welcome from the President



The Royal Queensland Show (Ekka) presented by the Bank of Queensland (BOQ) continues its proud tradition of recognising excellence and achievement through its 2027 competition program.

Since the first Ekka in 1876, competitions have been at the heart of the Show, providing generations of Queenslanders with the opportunity to showcase their skills, passion and dedication.

In 2026, almost 23,000 entries were received across 59 competitions, supported by a $759,000 prize pool. More than 5,000 exhibitors took part, contributing to the strongest entry numbers in more than five years as the Ekka celebrated its 150th anniversary.

Driven by strong demand in this milestone year, many sections reached entry capacity, including Led Steer, which recorded a record number of cattle. Several Arts and Cookery sections also achieved their highest participation in a decade.

The 2026 Ekka welcomed more than 423,000 people through the gates, with the past two shows attracting the largest crowds in almost 20 years.

In 2027, the Ekka will run for nine days from Saturday 7 to Sunday 15 August, across two weekends.

For more than 150 years, the Ekka has remained committed to championing agriculture and showcasing the best of Queensland, including through our diverse competition program.

As the new RNA President, I look forward to building on this proud legacy and continuing to champion the people, industries and communities that make Queensland so special.

Best of luck with your entries. We look forward to celebrating your achievements at the 2027 Royal Queensland Show.



Dan O'Connor OAM
RNA President

SATURDAY 7TH – SUNDAY 15TH 2027

Ekka Creative Clips

APPLICATIONS TO ENTER CLOSE & ENTRY FEE DUE	Friday 16 July 2027 at 5.00pm
ENTRY FEES	$34 Per School (No limit on number of teams)
REQUIREMENTS	Storyboards and Video are to be uploaded via the RNA entries portal. Each team must submit the below at the time of entry: Team Name School Contact (Name, Phone and Email) Team Competitor Names
NUMBER OF STUDENTS PER TEAM	Maximum of 4 students per team (teams may have less than 4 students)
COMPETITION CLASS GROUPS BY YEAR LEVEL	Participation is open to the following year levels: Class 1 - Junior (Years 5 to 9) Class 2 - Senior (Years 10 to 12)
SUBMISSION OF STORYBOARD AND FILM	Tuesday 31st August 2027 by 5.00pm
WINNERS ANNOUNCED	September 2027
	Please note: The winning submissions may be uploaded to Ekka social media platforms and shown at the following Royal show's main arena. Therefore, those entering the competition need to be aware that submissions may be viewed by the public. Please make sure relevant permissions & consent for students and anyone else in the video are acquired.

If you are interested in becoming a Sponsor of Ekka Creative Clips or have any queries, please contact the Competition Coordinator Steven Brock | E: sbrock@rna.com.au | T: 07 3253 3935

LATE ENTRIES WILL NOT BE ACCEPTED

PRIZES AND PRIZE MONEY SUBJECT TO CHANGE NO

REFUNDS WILL BE MADE AFTER CLOSE OF ENTRIES

Ekka Creative Clips

Class 1 Junior (Years 5 to 9)
Students work in small teams to plan, script, perform in, direct, shoot, edit and produce a social media video. The topic of these social media videos must meet the judging criteria and client brief outlined in the schedule
First: $200; Second: $75; Third: $25

Class 2 Senior (Years 10 to 12)
Students work in small teams to plan, script, perform in, direct, shoot, edit and produce a social media video. The topic of these social media videos must meet the judging criteria and client brief outlined in the schedule
First: $200; Second: $75; Third: $25

CREATIVE BRIEF & JUDGING CRITERIA

CLASS	Class 1 - Junior (Years 5 to 9) Class 2 - Senior (Years 10 to 12)
Client	Royal Queensland Show (Ekka)
Client Profile	Ekka is the largest annual community event in Queensland, attracting an average of 400,000 visitors who come to experience a unique mix of animals, competitions, entertainment, agriculture, and food each year.
Video Dimension	Class 1 & 2- Vertical video suitable for social media (Facebook story or Instagram story), Video Dimensions: VERTICAL 1080 x 1920 pixel ONLY *All entries must be submitted as a .mp4 or .mov*
Brief	*Create a short vertical social media advertisement that makes your target audience want to spend a day at the Ekka.* To complete this Brief, you must: • Prepare a basic script or production plan outlining any narration, on screen text, music or other audio used in the video. • Create an advert specifically for the target audience. • Show at least three different Ekka experiences. • Include at least one element connected to animals, agriculture or competitions. • Include an attention grabbing opening. • Give the viewer a reason to visit the Ekka. • Include the official Ekka logo. This **must** be included in the finished video with **NO** alterations made to it. * • Include five relevant social media hashtags. • Be produced in the required vertical social media format. • Have a storyboard that reasonably reflects the finished video. Social media video can be shot on ground during your Ekka excursion, at school or in another medium, for example, stop motion, Claymation, etc. *Logo will be available off the Ekka Website, please visit: www.ekka.com.au/competitions-and-displays/education-competitions/ekka-creative-clips/ Note: Please be aware a ticket into Ekka is not provided, and tickets will need to be purchased by individual schools. Students need to be aware that the winning entries will have their video uploaded to Ekka social media platforms. Please make sure relevant permissions & consent for students and anyone else in the video are acquired. For School Group enquiries, please visit: www.ekka.com.au/education/school-excursion/ or call on 07 3253 3953

Class 1	Class 1 – Junior, Years 5–9 Target audience: Young families with children aged 3 – 10. Length: 20 – 30 seconds. Imagine you are trying to convince a family with young children to spend a day at the Ekka. Create a fun 20 – 30 second social media video showing what a family could see, do, taste or experience during their day at the Ekka. The video should be colourful, easy to understand, engaging for children and appealing to families.
Class 2	Class 2 – Senior, Years 10–12 Target audience: Teenagers aged 12–19. Length: 60 seconds. Imagine the Ekka has asked your team to create a social media advertisement that will make teenagers want to attend. Create a 60 second vertical social media video that captures the energy, experiences and atmosphere of a day at the Ekka. Students should consider how teenagers consume social content including the opening hook, pacing, music, editing, text, humour, storytelling and memorable imagery.

VIDEO UPLOAD REGULATIONS

1. All entries must be submitted as a .mp4 or .mov
   Please note: these file types can be made using any smartphone to record your video
2. Video files must be submitted by uploading to the Online Entries portal. Files will not be accepted by email.
3. Please ensure that any uploaded file is under 300MB in size. No compressed or zipped files will be accepted. Entries that do not comply with this rule will be disqualified with no refunds.
4. Before you upload your file please ensure:
   - Your video is saved in one of the following formats: .mp4 or .MOV
   - Your video is under the size limit 300MB
5. Teams are required to plan and submit a storyboard as part of their online entry (Please note, storyboards and videos can be uploaded AFTER the entry is made and paid for). The storyboard should explain your pitch or plan to meet the client's brief and include any hashtags that will accompany your videos. Sketched images are encouraged. Each submission should be a maximum of four (4) A4 pages scanned and uploaded to your entry.

Judging criteria

Class 1 - Junior (Years 5–9) | Class 2 - Senior (Years 10–12) | Total - 100 points

CATEGORY	OUTSTANDING	EXCELLENT	GOOD	DEVELOPING	LIMITED
Video length **10 pts**	Objective scoring. See exact time ranges below.				
Storyboard & planning **10 pts**	9–10 pts | Detailed, well-ordered storyboard; strong planning; closely reflects final video.	7–8 pts | Clear storyboard and planning with only minor gaps.	5–6 pts | Basic storyboard that covers most main scenes and ideas.	3–4 pts | Limited storyboard or unclear planning; notable differences from video.	0–2 pts | Very poor or missing storyboard and little evidence of planning.
Response to brief & target audience **25 pts**	23–25 pts | Compelling "day at the Ekka" message, highly suited to audience and varied relevant experiences.	19–22 pts | Strong Ekka message, clear audience focus and good range of experiences.	14–18 pts | Meets the brief with a reasonable audience focus and range of experiences.	8–13 pts | Uneven response; limited audience appeal or narrow Ekka content.	0–7 pts | Brief largely missed; little audience relevance or Ekka content.
Creative concept & storytelling **20 pts**	19–20 pts | Highly original, memorable hook, strong story and effective ending.	15–18 pts | Creative, engaging idea with good structure and conclusion.	11–14 pts | Sound idea and clear story with some less effective elements.	6–10 pts | Basic idea, weak hook or inconsistent pacing and story.	0–5 pts | Little originality, structure or clear overall message.
Audio, visual & technical quality **15 pts**	14–15 pts | Excellent, purposeful visuals, audio and editing for the year level.	11–13 pts | Strong production quality with only small issues.	8–10 pts | Mostly effective visuals, audio and editing with some issues.	5–7 pts | Noticeable technical issues affect communication.	0–4 pts | Significant audio, visual or editing issues limit understanding.
Social media effectiveness **15 pts**	14–15 pts | Immediately engaging, suits vertical social media, appeals to audience and has strong call to action.	11–13 pts | Effective social content with good audience appeal and finish.	8–10 pts | Generally suitable social content; engagement is uneven.	5–7 pts | Limited social media impact or weak audience engagement.	0–4 pts | Unlikely to engage the intended social media audience.
Hashtags **5 pts**	Objective scoring. Award 1 point for each relevant and appropriate hashtag, up to 5 points.				

Video length – Scoring

POINTS	CLASS 1 – JUNIOR (20–30 sec)	CLASS 2 – SENIOR (60 sec target)
10	20–30 seconds	55–65 seconds
8	16–19 or 31–34 seconds	50–54 or 66–70 seconds
5	11–15 or 35–39 seconds	45–49 or 71–75 seconds
2	Outside the above ranges	Outside the above ranges

Entries will be assessed with consideration given to the year level of the students.

- *Junior entries will place greater emphasis on creativity, storytelling, planning and understanding the target audience rather than advanced technical production.*
- *Senior entries will be expected to demonstrate a higher standard of planning, editing, technical execution and social media strategy.*

Judges scoring sheet

Enter a score for each marking item then add all awarded scores. Maximum overall score - 100 points.

School - _____	Team - _____	Class - □ Junior □ Senior	Judge - _____
Video duration - _____ seconds	Date judged - _____		

Marking breakdown

MARKING ITEM	MAX	SCORE
1. VIDEO LENGTH 10 POINTS		
Exact duration (use time scoring table on page 1)	**10**	
2. STORYBOARD & PLANNING 10 POINTS		
Clear storyboard with logical sequence and key scenes	**4**	
Storyboard reasonably reflects the finished video	**3**	
Evidence of preparation (script, captions, audio or production plan)	**3**	
3. RESPONSE TO BRIEF & TARGET AUDIENCE 25 POINTS		
Clear “Day at the Ekka” message	**8**	
Appropriate for nominated target audience	**10**	
Range and relevance of Ekka experiences	**7**	
4. CREATIVE CONCEPT & STORYTELLING 20 POINTS		
Originality of idea	**7**	
Attention-grabbing opening hook	**5**	
Story, structure and pacing	**5**	
Ending and overall message	**3**	
5. AUDIO, VISUAL & TECHNICAL QUALITY 15 POINTS		
Visual quality	**5**	
Audio and music	**5**	
Editing, graphics and transitions	**5**	
6. SOCIAL MEDIA EFFECTIVENESS 15 POINTS		
Likely to stop a viewer scrolling	**5**	
Effective as vertical social media content	**4**	
Engages nominated audience	**4**	
Strong finish or call to action	**2**	
7. HASHTAGS 5 POINTS		
Relevant and appropriate hashtags - 1 point per hashtag (maximum 5)	**5**	
TOTAL – Add all awarded scores	**100**	

Tie-break rule - If two or more entries in the same class have equal total scores the higher score for Response to brief & target audience wins. If still tied the higher score for Creative concept & storytelling wins then Audio/visual & technical quality. If still tied the judges confer and agree on the final ranking.

JUDGES' COMMENTS

GENERAL REGULATIONS

The attention of Exhibitors is drawn to the fact that all entries that are accepted will be subject to the Royal National Agricultural and Industrial Association of Queensland Act 1971, as well as to the By-Laws, General Regulations of the Association and any Competition Specific Regulations which appear in this schedule.

Judging will be performed by a panel of Judges appointed by the Royal National Agricultural and Industrial Association of Queensland.

No refunds will be made after close of entry. No refunds will be given for entries not presented or not adhering to the schedule regulations.

NOTICE TO INTENDING EXHIBITORS

Entries for the Royal Queensland Show can ONLY be made online through our Exhibitor Portal. Entries submitted other than on the online portal will be returned to the Exhibitor and, unless all requirements are submitted online by 5.00pm on the Application to Enter closing date, as shown in the Schedule, they will not be considered.

As a condition for acceptance of all entries, all exhibitors/ competitors agree to the following:

- All information submitted as part of my exhibitor profile is true and correct, including taxation status and bank account information.
- Neither myself nor my family members will indulge in any social, professional or other interaction with an official or judge contracted or sub- contracted by the RNA before or during the Royal Queensland Show.

PRIVACY STATEMENT

You can be assured that the privacy of your personal information is of the utmost importance to us. The information provided by you in any application for membership or application to enter is used by the Royal National Agricultural and Industrial Association of Queensland (RNA) to offer member services or to organize and conduct competitions at the Royal Queensland Show. By applying for membership or entering such competitions you consent to provide such details as your name, address and exhibit details. Competition information may be made available to the media and included in RNA publications.

The exhibitor irrevocably consents to the RNA publishing or reproducing in any manner whatsoever any particulars or information in relation to their exhibits; the publication or reproduction may be in a printed form or visual image through electronic means and/or on the internet. Your information will not be disclosed without your consent for any other purpose unless required by the law. By providing your email address you are consenting to receive communications from us relating to the Royal Queensland Show. For full privacy details visit https://www.rna.org.au/privacy-policy.aspx

PRIZE MONEY

1. Prize Money stated in the Schedule excludes GST.
2. All Prizes and Prize Monies are SUBJECT TO CHANGE at the discretion of the Competition Committee
3. GST will be added to the Prize Money for Exhibitors who are registered for GST purposes.
4. Prize money will be paid into your nominated bank account by 31 October following the Show.
5. The Association will provide a “Recipient Created Tax Invoice” to Exhibitors who are registered for GST purposes
6. All cash prizes and trophies must be claimed within six months from the closing date of the Royal Queensland Show. Prizes not claimed and by that date will be considered to have lapsed, and the amount will become a donation to the Association. (RNA By-Laws)

WORKPLACE HEALTH AND SAFETY

1. The Brisbane Showgrounds are a designated Workplace within the meaning of the Workplace Health and Safety Act 2011 and exhibitors/competitors are required to ensure that they and all persons under their direction or control, including their contractors or sub-contractors, comply with all requirements of the Act and the RNA holds each exhibitor responsible to discharge its obligations to provide and maintain a safe place and system of work during occupation by the exhibitor of any area of the Showgrounds.
2. Each exhibitor/competitor will assess the risk to themselves, staff, volunteers, family, other exhibitors, RNA staff, show visitors, children and any person foreseeably affected by the presentation of their exhibit.
3. Risks identified by exhibitors/competitors will be eliminated or controlled by the exhibitor/competitor and particular attention will be paid to ensuring public safety and safety of other exhibitors/competitors.
4. Exhibits will only be held and handled by competent persons whose experience is known to the exhibitor/competitor.
5. A “No Smoking Policy” will be strictly adhered to and policed by exhibitors/competitors and all are advised that the use of Primus stoves, any heating or lighting appliances of a like character, or any naked light, is strictly prohibited in the pavilions.
6. Any exhibitors/competitors intending to bring electrical equipment to the Showgrounds will be required to ensure that such equipment is fitted with residual current protection and that all electrical leads, tools and appliances have been inspected by a licensed electrical contractor and currently tagged. The use of double adaptors is prohibited, and all power boards must also be tested and tagged.
7. All exhibitors/competitors will comply with the requirements of the Act and its Regulations and Standards in every other respect. This is essential for the safety of all exhibitors/ competitors and the general public. The Act imposes very severe penalties in the event of noncompliance with its provisions. Anyone who do not comply will not be allowed to exhibit at the Royal Queensland Show.
8. The Brisbane Showgrounds is subject to a Special Facility License issued under the Liquor Act 1992 and strict laws related to the consumption and possession of liquor across the Brisbane Showgrounds site. The consumption or possession of liquor outside of the licensed bar areas is not authorized by the RNA and in many cases may be an offence for which on the spot fines can be issued by Police and Liquor Licensing Investigators.

DISCIPLINARY COMMITTEE

140. If there is any inconsistency between By-laws 141 - 162 and any other By-laws of the Association, By-laws 141 - 162 will prevail.
141. The functions of the Disciplinary Committee shall be to hear and determine all complaints, allegations and other matters relating to:
    a. prohibited substances, as defined in these By-laws or Sectional Regulations.
    b. any alleged breach of the Rules, By-Laws and Regulations of the Association by an exhibitor and relating to an exhibit or to a competition, except if the alleged breach is of a kind that the Chairman of a Sectional Committee considers is of a less serious nature and should properly be dealt with by the Sectional Committee, and
    c. any other alleged breach of the Rules, By-Laws and Regulations of the Association that may be referred to Disciplinary Committee pursuant to By-Law 145.

155. The Disciplinary Committee may announce its decision orally or in writing. A decision that is announced orally shall have effect in accordance with its terms.
156. If the opinion of the Disciplinary Committee is not unanimous, the decision of the majority shall prevail. If the Disciplinary Committee are equally divided on any question concerning the guilt or innocence of a person, the question shall be resolved in that person's favour.
157. If the Disciplinary Committee considers that there has been a breach of the rules, By-laws or regulations of the Association, it may impose such a penalty as it considers to be appropriate, including without limitation:

    a) a reprimand.
    b) a monetary fine (payable at such time/s as the Disciplinary Committee may determine)
    c) withdrawal or withholding of any award or ribbon.
    d) disqualification in respect of any class.
    e) expulsion from the Showground.
    f) where the person concerned is a member, a suspension or termination of that membership.
    g) a ban.
    h) exclusion.
    i) prohibiting a Person from exhibiting or competing at the current Show or at any future Show.
    j) a direction that an Exhibit be removed from the Showground.
    k) any other mandatory requirement; and
    l) any other penalty provided for in other regulations of the Association.

158. There shall be no appeal from any decision of the Disciplinary Committee.

INSURANCE

170. The RNA may (but is not obliged to) take out a policy of insurance in respect of the legal liability on the part of an Exhibitor for loss or damage suffered by a third party caused by any act or omission of an Exhibit or the Exhibitor.
171. The RNA, RNA Staff Members and Officials of the RNA are not liable to any Exhibitor if the RNA fails to take out a policy of insurance effectively protecting any Exhibitor or Exhibit, or if any such policy does not operate to indemnify the Exhibitor in respect of the loss or damage in question.

REGULATIONS & BY-LAWS

All Entries and Exhibitors are subject to RNA Regulations and By- Laws set out in this schedule as well as other By-Laws that may pertain to this competition.

The RNA always reserves the right at its absolute discretion without assigning any reason to:
a) substitute a Judge when necessary.
b) re-allocate Judging days for a particular breed.
c) if entries numbers require an extra Judge, appoint an additional Judge if necessary.

Full copies of the RNA By-Laws may be obtained upon application to the Competitions Department.

If you are unsure of any of the rules stated in this schedule or your eligibility to enter the competition, please contact the entries department at entries@royalqueenslandshow.com.au

GOODS AND SERVICES TAX

The RNA's ABN is 41 417 513 726

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