

PRESENTING PARTNER



GRAND CHAMPION PARTNERS



CHAMPION PARTNERS



MEDIA PARTNERS



COMMUNITY PARTNER



MAJOR PARTNERS



SUPPORTERS



TOURISM PARTNERS



PRESENTING PARTNER

RACQ

RACQ is proud to once again be the presenting partner of The Royal Queensland Show in 2023, supporting Queenslanders coming together for the state's largest annual event, Ekka! Enjoy a fun-filled day out with family and friends celebrating Queensland agriculture, and be sure to join us at the RACQ Animal Nursery. We look forward to being a part of this iconic community event with our members and wider Queensland community.

GRAND CHAMPION PARTNERS

Woolworths

Discover more ways to Get your Woolies Worth this season at the Woolworths Kitchen. Our home chef will show you how to eat well, waste less and save more with one of our favourite budget family friendly meals in under 20 minutes. We will be welcoming you into our home every 30 minutes.

And.. the Woolworths Steak Bar is once again raising funds for Children's Hospital Foundation all during Ekka. Not only will you get the best steak burger inside the showgrounds, but you're also helping to make a difference for sick kids.

Lion

For 144 years XXXX and the Ekka have been part of the Queensland way of life, and it doesn't get any more Queensland than sipping on a XXXX at Ekka.

CHAMPION PARTNERS

AAM

AAM is a large-scale, wholly Australian-owned operator and provider of strategic investment, asset management and operational management services to Australia's agricultural industry.

AAM's vision is to promote investment that leads change in the agricultural industry, creating a positive and sustainable legacy. At the heart of the AAM business is a steadfast belief in the strength and long-term performance of Australian agriculture, and a commitment to promoting change-making investments in the industry.

This vision is supported by AAM's foundational philosophies of diversification across supply chains and geographical production areas,

and active management, with a focus on developing operational efficiencies, sustainability, and potential for capital growth. This is further strengthened by adoption of an 'owner-operator' model.

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Brisbane City Council

Brisbane City Council is the largest local government in Australia with 26 wards and 27 councillor positions. Council's responsibility is to provide leadership and good governance for the people of Brisbane, and to ensure Brisbane is a prosperous, sustainable, liveable and inclusive city.

Working with the community, Council delivers essential services and programs that meet the needs of our growing city. Brisbane is Australia's fastest growing capital city and we are building essential infrastructure, including new green bridges and Brisbane Metro to get people home sooner and safer. We are creating new leisure and lifestyle opportunities, including transforming Victoria Park into an iconic public parkland. We are protecting our heritage and greenspaces and upgrading parks, playgrounds, libraries and pools in our suburbs.

Council is dedicated to ensuring Brisbane is a great place to live, work and relax – now and into the future.

JBS

JBS Australia is the largest and most respected beef processor in Australia, operating feedlots and processing facilities located strategically to optimise livestock supply. We have a team of dedicated livestock buyers committed to building long lasting supply relationships with our producers. JBS has a portfolio of leading beef brands recognised by our global customers, found in restaurants and supermarkets around the world. JBS's ongoing support of the RNA as a Champion sponsor continues with being the

host feedlot for the RNA Paddock to Palate competition cattle. JBS is the leading feedlot operator with 5 feedlots positioned across the east coast of Australia, feeding approximately 140,000 cattle for JBS's premium grain fed beef brands. During Ekka week we will be featuring our award-winning beef brands matched with leading chefs on the Royal Queensland Cooking Stage.

King Street

Step into the bustling energy of King Stt, where a world of boundless creativity awaits, and a strong sense of community thrives. Welcome to a city fringe, urban neighbourhood bursting with an irresistible blend of art, culture, dining, health, beauty, music, and entertainment all conveniently located within the heart of Bowen Hills

King Stt is also a haven for food enthusiasts, promising a diverse selection of restaurants, cafes and bars that cater to every palate. Winghaus, Claw and Kuhl-Cher will all be serving up delectable food options from within Ekka. To enhance your culinary experience, make a delightful detour past King Stt Bakery for tempting pastries en route, and then relish in a satisfying modern Italian meal at Il Verde.

Explore the array of health, beauty and shopping experiences offered at King Stt. Delight in luxurious hairdressing services, accompanied by bubbly treats and freshly brewed coffee or treat yourself to some retail therapy with ethically sourced and sustainable options. You'll also find everything you need to look after your health and wellbeing with an on-site doctor at the myhealth Medical Centre, fitness classes at 10.4 FIT and cycling accessories.

Embrace the welcoming community that defines King Stt and indulge in sights, sounds and flavours that will leave you craving more.

MEDIA PARTNERS

ABC Radio Brisbane

ABC Radio Brisbane is proud to partner with Ekka and broadcast live from this iconic event connecting communities from all around Brisbane and further afield. We have several programs broadcasting live each day including Mornings with Rebecca Levingston, Afternoons with Kat Feeney, Drive with Steve Austin, and Weekends with Kate O'Toole.

All of our presenters will be available for meet and greets including Craig Zonca & Loretta Ryan from the Breakfast program plus ABC Sport! You'll also get the chance to tour our Outside Broadcast truck. Come and watch a live broadcast while you enjoy a coffee and a

sit down, give your phone some extra juice at our phone charging station, and much more!

4BC

4BC is proud to be a media partner of Ekka in 2023. The radio station has a long and rich history of involvement with major events in Brisbane, and events don't come bigger than Ekka. 4BC will be Broadcasting Live from Ekka again this year, bringing all the fun and excitement of this iconic annual event to the audience. 4BC has a predominantly "live and local" lineup of presenters with deep connections to listeners and their home City, including the iconic Brisbane Breakfast Show. "Laurel, Gary and Mark" can be heard weekday mornings on 4BC from 5.30am until 9am. Combine that with Ray Hadley's Award winning Morning Show, Sofie Formica in Afternoons, Peter Psaltis with Wide World of Sports and Spencer Howson on weekends, and 4BC has a guaranteed formula to entertain and inform Brisbane. As well as broadcasting on AM 882, 4BC has an ever increasing presence with audio streaming through the 4BC.com.au website and the 4BC app for mobile devices.

B105

B105 is Brisbane's number one station for the hits you love. Wake up every morning with Stav, Abby and Matt and let Carrie and Tommy drive you home in the afternoon! Keep it locked on B105 to win your Ekka tickets and be sure to find the Black Thunders onsite for the chance to win a stack of prizes.

The Courier-Mail / The Sunday Mail

The Courier-Mail and The Sunday Mail have a long association with Ekka that goes back to coverage of the very first show in 1876 in the Brisbane Courier. Whether it's celebrating State of Origin wins, dissecting political policy or just remembering why it's so great to live in the Sunshine State, Queenslanders turn to The Courier-Mail and The Sunday Mail, and <http://couriermail.com.au>. For Queensland's best coverage of breaking news, sport and entertainment as well as in-depth analysis, advice and solutions to navigate today's issues and a swag of great rewards for members, subscribe today at <http://couriermail.com.au/subscribe>.

Channel 7

Ekka is an iconic annual event in every Queensland's calendar and Channel Seven is proud to once again partner with The Royal Queensland Show.

Watch as Queensland's number one news

duo Sharyn Ghidella and Max Futcher present 7NEWS at 6pm each weekday, featuring all the amusement and highlights from each day of the show. Kendall Gilding will also bring you all the Ekka fun live from the Brisbane Showgrounds in the 4pm news across Queensland each weekday. And don't forget 7NEWS Meteorologist Tony Auden who will be buzzing around the grounds to bring you the most accurate Ekka forecast across the 9 days of show.

Not only can you watch your favourite 7NEWS presenters from your lounge room each night, but you can pop by the 7 LIVE STUDIOS in the Channel 7 Pavilion to meet them in person. Have a go at your dream job behind the 7NEWS desk as you meet some of Seven's biggest local stars and get a behind the scenes look at some of Queensland's favourite television shows.

goa

goa Billboards is southeast Queensland's largest independent billboard company. Proudly family owned, goa is committed to innovation and has helped shape the way outdoor advertising operates in Australia, introducing the first digital billboards nationwide. Offering extensive audience coverage with 90.5% of SEQ reached every week, its goa's mission is to get its clients noticed. goa Billboards has a strong commitment to the community and give back through their Community Partnerships Program, they are proud to once again be the outdoor advertising partner for The Royal Queensland Show – Ekka.

Triple M

Triple M and the Ekka go together just like a Dagwood Dog and the Chair-o-Plane. To celebrate Ekka 2023, Triple M's Big Breakfast with Marto Margaux and Dan, and The Rush Hour with Leisel Jones, Liam and Dobbo are giving away tickets to the most iconic week on the Brisbane calendar! But the fun doesn't stop when Ekka finishes up – keep tuning into Triple M to score your tickets to other events like the Lions, Dolphins and even the Rockstar Lounge for Riverfire!

COMMUNITY PARTNER

COEX

Ekka will provide green bins for recycling drink containers through the Containers for Change Program, raising funds for the RNA Foundation (RNAF). For every plastic bottle and aluminium can recycled, container refunds will be donated to the RNAF. The RNAF raises

funds to aid agricultural heritage preservation, agricultural education and agricultural awareness and development.

MAJOR PARTNERS

Australian Eggs

Australian Eggs is a member owned not-for-profit company providing marketing and research & development (R&D) services for the benefit of Australian egg farmers.

Working together with the egg industry and the Australian Government, Australian Eggs strives to deliver value to industry and the public by investing in programs that increase consumption and ensure industry sustainability.

All known Australian egg farmers are serviced by Australian Eggs, irrespective of their size, location or farming system.

Coca-Cola Europacific Partners

The team at Coca-Cola Europacific Partners are great fans of the Ekka and many visit with their families each year. We love to celebrate the heritage of the Show and enjoy the fun, food and sounds of Ekka each August. As usual we will add a little surprise for visitors who enjoy our cold beverages at Ekka again this year, see you there!

Heritage Bank

Heritage Bank is a home-grown success story with a 148-year history of helping Queenslanders achieve their financial goals. As one of Australia's largest customer-owned banks, Heritage puts people first in everything we do. This year, we're proud to support the Volunteer Program and highlight the amazing community spirit and contribution of Ekka's volunteers. We're also delighted to again support Little Backyard Farmers, which encourages children to learn about farming by getting hands-on at an interactive stand. Let the kids explore and experience the importance of future sustainability practices through activities like nurturing plants, collecting eggs and more.

Norco

Norco began in 1895, when a group of 40 farmers gathered under a tree at Clunes, near Byron Bay, to discuss how they could come together to secure a better and more profitable future for the dairy farmers of the Northern Rivers by exercising the principles of collaboration. They knew then, what we still live by today, that we are stronger together. 127 years later, Norco is Australia's largest

and oldest dairy co-operative, committed to creating a sustainable farming future for generations to come, who will continue to produce the freshest, best tasting dairy in Australia.

Queensland Government - DAF

We love how Ekka brings country and city together for a celebration of agriculture.

Visit our multiple displays to learn about fishing rules in Queensland, how we're improving farming practices with AgTech, and how to stop the spread of fire ants.

We'll also be leading the celebration of our agriculture, fisheries, and forestry sectors in the Queensland Government precinct with this year's display — Where does our food and fibre come from?

So, grab a Strawberry Sundae and pop by to learn about us and sample some of Queensland's delicious produce.

We'll have giveaways and interactive activities for kids to explore!

Queensland Government Multicultural Queensland Month

Celebrate Multicultural Queensland Month with us. We are a state of many cultures and many languages – almost a quarter of Queenslanders are born overseas, and many of us have at least one parent born in a country other than Australia. In August each year we celebrate our diversity, recognising the benefits to Queensland of the many backgrounds, skills and experiences that make up who we are. This year, Multicultural Queensland Month (MQM) will celebrate how our communities create opportunities for everyone to access and enjoy good jobs, better services and great lifestyle through the theme "Many cultures, one Queensland: putting inclusion into action". We encourage you to play a part in celebrating the month too. You can do that by planning activities or creating content that you can share with your friends, customers, staff and community members. Find out more at qld.gov.au/multiculturalmonth.

Racing Queensland

For more than 150 years, the thunder of hooves has echoed across our state. From Stanthorpe to Cooktown and everywhere in between, racing has become part of our DNA. And at the heart of racing is the Queensland community. Across the Sunshine State, our towns and cities are brought to life each year with racing serving as the highlight of their social calendar, showcasing the best in food, fashion and live entertainment. And

each year, racing generates \$2.2 billion to the Queensland economy, employing more than 15,500 people, who don't just work in the industry but live it as a way of life.

Sushi Hub

Sushi Hub opened its first store on 16 October 2006. It now has more than 150 stores operating across Australia. Sushi is the heart and soul of Sushi Hub. Making and serving sushi is a labour of love between the chefs and customers. Sushi Hub's love of classical sushi has seen it create a delicious menu that includes: Maki Roll, Sushi Box, Sashimi & Salad, Inari, Nigiri and Sushi Platters. Appealing to the eyes and taste buds, Sushi Hub's signature dishes include Fresh Tasmanian Salmon Roll, Crispy Free Range Chicken Roll and Tuna Salad Roll with Sushi Boxes and Salad Boxes equally as popular.

SUPPORTERS

Black & White Cabs

Black & White Cabs has a long and proud history of providing transportation services across Australia, beginning in Brisbane in 1919. For over a century, we have kept our customers at the heart of everything we do. We are proud to be the Transport Partners of Ekka in 2023. Book your ride into Ekka via our App, or head to the rank on Costin St to hail one of our friendly drivers and get home safely.

Health and Wellbeing Queensland

Health and Wellbeing Queensland's mission is to help Queenslanders improve their health and wellbeing futures, especially our kids, which is why we are proudly presenting 'Podsquad Live'. Join our Podsquad mascots, at the Ekka Education Stage every day to learn about nutrition, how to become more physically active and improve sleep habits in a fun, interactive way. The show is based on Podsquad, our new, free play-based wellbeing program supports children and families build healthy habits together and makes learning fun!

Kilcoy Global Foods

Kilcoy Global Foods provides premium food solutions to retailers, wholesalers, food service providers, and institutional clients in more than 35 countries across the globe. With operations in Australia, North America, and China, our high-growth business is built on exceptional quality and reliable supply, enabling us to consistently offer valuable solutions that meet the unique needs of any customer. At Kilcoy Global Foods, our commitment

to sustainability is paramount. We believe that achieving world-class environmental performance is not only the right thing to do but also essential for the long-term success of our business.

Kubota

Kubota Corporation was first established in Japan back in 1890, and from humble beginnings, through the development of innovative high quality equipment, the Kubota Corporation have grown to become a market leader in the fields of Agricultural Tractors, Utility Vehicles, Mowing Equipment, Diesel Engines & Generators, and Construction Equipment. For almost 40 years, Kubota Australia has distributed equipment throughout Australia. These days, via a purpose built facility in Victoria, Kubota supports a network of over 140 locally based authorised dealerships. We encourage you to visit your nearest Kubota dealer to see first-hand why Kubota stands for quality, innovation and value.

Rydges Fortitude Valley

Where country chic meets the city, Rydges Fortitude Valley has the perfect blend of modern design, rustic interiors with original photography paying homage to the rich history in which the hotel was built on. Perfectly located in the King Street precinct, only steps away from the Royal International Convention Centre and Brisbane Showgrounds, guests with tickets to Ekka have special access into the heart of the action.

Treat yourself to an authentic steakhouse experience at the renowned Six Acres Restaurant. With a paddock to plate philosophy, the menu features Royal Queensland Award winning produce.

For a more casual experience, Bar Gusto is the 'new kid on the King Street block!' Serving traditional Italian meals, antipasto platters and a swag of new zesty cocktails, soak up the atmosphere from the new and improved alfresco deck, set around the original showgrounds 150-year-old fig tree. By night, Bar Gusto comes to life illuminated by fairy lights transforming into a beautiful backdrop for viewing the famous Ekka fireworks show.

BEEF WEEK SPONSORS

Suncorp

Suncorp Group offers insurance and banking products and services through some of Australia and New Zealand's most recognisable brands. With a heritage dating

back to 1902, we have grown to become an ASX-listed company with more than 13,000 people.

We've been creating a brighter future for Queensland's primary producers for more than 120 years. From humble beginnings as the Queensland Agricultural Bank, when the first 60-pound loan was issued to a Wallumbilla farmer, to today, we're still helping farmers reach their potential.

We're committed to partnering with our customers to help them work towards their goals, providing banking services that are good for primary producers and good for the planet. That's banking you can feel good about.

JBS

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Elders

As rural Australia's most trusted agribusiness, Elders has played an important role in the agricultural sector for more than 180 years. Our expansive network across Australia offers links to markets, tailored advice and specialist knowledge across a range of products and services, including farm supplies, agronomy, livestock, wool, grain, finance, insurance, and real estate.

Elders is committed to a sustainable and prosperous future for rural and regional communities, and creating value for all stakeholders in the agricultural supply chain, across both Australian and international markets.

Elders for Australian Agriculture.

*Thank you also to sponsors
Department of Agriculture and
Fisheries, Nutrien and Santos*