

Friday August 11, 2023

It's Ekka-sational...let's celebrate Queensland's biggest event!

Perfect weather is set to usher in the state's biggest and most loved annual event, the 144th Royal Queensland Show (Ekka) presented by RACQ, which kicks off tomorrow at the Brisbane Showgrounds and runs from 12-20 August.

In a true celebration of the country coming to the city, the RNA is encouraging Queenslanders to come together to celebrate country spirit in the heart of the city and support the state's agricultural sector and farming communities while enjoying this unique nine-day showcase.

RNA Chief Executive Brendan Christou said about 400,000 people were expected to flock to this year's Ekka to learn about agriculture, share stories, be entertained, and be delighted by 21,000 competition entries and more than 10,000 animals.

"This year's Ekka features all the traditional and unique Show experiences the public know and cherish such as our beloved competitions, animals, rides, showbags, amazing entertainment including the night show and fireworks plus some of the nation's finest food and wine," he said.

"Our competitions will showcase the very best of Queensland and visitors will be amazed by award-winning entries and exhibitors across 46 sections including cookery, creative arts, quilt making, blacksmithing, woodchopping, beef cattle, poultry, fleece breeds, canine, cats, horse and showjumping."

Gates open at 9am for 144th Ekka

The Ekka is the people's show, and this year's Ekka offers 300+ free things to do each day of Show, plus for the first time in Ekka's history, two for one rides from 9am to 10.30am every morning of Show.

The Ekka's special Super Saver Days – Monday, Tuesday, Thursday and Friday – are back, which are 20% cheaper (off entry price) than weekends and the public holiday.

Mr Christou said together with two for one rides, the super saver days offered great value for families.

"We understand cost-of-living pressures and want to ensure the Ekka can be enjoyed on any budget and help offer hip pocket relief and savings," he said.

Visitors to the 2023 Ekka will also enjoy new daytime entertainment including CoComelon, the Duelling Magicians and Hypnotist Shane St James.

Plus, performances by First Nations pop artist Isaiah Firebrace and Tamworth Toyota Star Maker Loren Ryan, and Farmer Dave & the Rufftrack Kids taking on the K9 Super Wall.

They will also be excited by the return of the much-loved Nature's Gifts Natural Fibres Fashion Parades presented by Channel 7, Paw Patrol Mighty Pups Show, and the Horsing Around Show presented by Racing Queensland.

And they will be wowed by the spectacular night show, EkkaNITES presented by Brisbane City Council, featuring a new equine experience and spectacular fireworks finale.

Plus, a new Ekka App, featuring Milo's Magic – an exciting immersive augmented reality experience – will be popular with the whole family.

The Royal Queensland Cooking Stage presented by King Street and supported by JBS will feature some of Queensland's leading chefs cooking with Royal Queensland Award (RQA) winning produce, while iconic show favourites such as Strawberry Sundaes, Dagwood Dogs and CWA Devonshire Teas will be in abundance!

Mr Christou said the Ekka is an incredible Queensland institution which continues to champion Queensland's agriculture and industry and the vital role they play in our everyday lives and community.

"We can't wait to welcome visitors through the gates from 9am tomorrow," he said.

Tickets for the 2023 Royal Queensland Show presented by RACQ are available online at www.ekka.com.au

Day 1: Saturday 12 August – HIGHLIGHTS

MEDIA DOORSTOP:

11.00am with RNA President David Thomas on Heritage Hill overlooking the Main Arena.

JUDGING HIGHLIGHTS:

- From 9am – Stud Beef Cattle judging, Main Arena
- Following Stud Beef Judging (3.30pm estimated) – Parade of Champions and Champion of Champions announcement
- From 9am – Canine judging (Non-Sporting Dogs), Sushi Hub Dog Pavilion
- From 9.30am – Shorthair Kitten Judging, Sushi Hub Cat Precinct
- 10.30am – 11.30am – Poultry, Pigeons, Birds & Eggs Competition Awards Presentation
- From 9am – Woodchop and Sawing including the Under 13's Invitational 250mm Underhand Competition at 1.10pm and the Jack & Jill 375mm Double Handed Sawing Championship of Australia at 3.20pm, Woodchop Arena presented by AAM

- 3pm – 4pm – Pisciculture Judging – Nano Tank Judging, Ag Education Hall

NO BULL....THE BIGGEST AND THE BEST

Judging continues at Australia's largest annual cattle competition, which features more than 1,200 head of cattle. Judging of our stud beef and led steer sections commenced on Monday, continuing tomorrow with Santos Champion of Champions judging and Parade of Champions following the stud beef judging. This year's stud beef feature breed is Limousin – and there are 91 head of them.

When: Santos Champion of Champions judging & Parade of Champions following Stud Beef judging (3.30pm estimated), Main Arena

BATTLE OF THE BICEPS

Witness bulging biceps at the Australian Armwrestling Federation Queensland Championships. More than 40 men and women compete across lightweight, middleweight, and heavyweight classes in a double elimination competition. The competitive arm wrestlers range from world title contenders to husbands and wives. This is one competition sure to strong arm some new fans at the Ekka!

When: Registration from 11am and competition commences at 12pm, XXXX Stockmen's Bar & Grill

DOG LOVERS DELIGHT

You'd be barking mad to miss the Non-Sporting Dog (Terrier, Bulldog, Poodle, Great Dane, Dalmatian, Peruvian Hairless Dog, and Xoloitzcuintle) judging at Ekka. The Canine Competition presented by Sushi Hub is one of the largest and most popular events at Ekka, attracting more than 2,470 entries in 2023. With judges flying in from around the world and everyone's favourite breeds on display, the event is sure to be a crowd winner. Obedience Judging will also take place at Stockman's Rest from 10am.

When: From 9am at Sushi Hub Dog Pavilion and 10am at Stockman's Rest

MEET SHIRVO AT THE SHOW

Sunrise host Matt Shirvington is heading to Queensland this weekend to attend the Ekka for his first time! You can meet Shirvo in the Channel 7 Pavilion. He can't wait to say hello and experience the Ekka spirit – and try an iconic strawberry sundae of course!

When: 10am – 10.30am and 1pm – 2pm, Channel 7 Pavilion

EKKA'S BEAUT UTE DISPLAY AND PARADE

Engines will be revving when Ekka's Beaut Ute Parade drives into the Main Arena for the very first time. Up to 20 utes and their proud owners will be competing for a share in \$1,000 in prize money. Utes come in all shapes and sizes, so this competition features several classes - Street, BnS, 4x4 and Novelty. Prizes will be awarded in each class. The utes from clubs including OutKast Ute Club and Dukes Utes will also be on display beside the Large Animal Pavilion from 9am to 4pm.

When: 9am – 4pm, Display near LAP / 4.30pm, Parade in Main Arena

OFFICIAL OPENING CEREMONY

The Ekka's traditional opening ceremony will be held on the first day of Show, to welcome Ekka guests from across the state. Rich in heritage and tradition, it includes a Welcome to Country performed by traditional owner Shannon Ruska, Blessing of the Plough, the sounds of the Australian Army Band Brisbane and more. The show will officially be opened by Her Excellency the Honourable Dr Jeannette Young AC PSM, Governor of Queensland.

When: 6pm, Main Arena

Ekka Essentials:

- Royal Queensland Show (Ekka) August 12-20, 2023
- Brisbane Showgrounds, 600 Gregory Terrace, Bowen Hills, Queensland
- Gates open at 9am
- Tickets are available online at www.ekka.com.au

EDITORS PLEASE NOTE: The 2023 Ekka Media Kit is now available to download. It is the most comprehensive information guide to the show - to download please visit www.ekka.com.au/media/media-kit/

And download the Ekka App from Google Play or the App Store.

For the latest updates, follow us on social media @TheEkka



MEDIA ENQUIRIES:

Veronica Carew
General Manager Communications
Ph: 07 3253 3930/ 0408 323 631
Email: vcarew@rma.org.au

Nicole Clifton
Media and Communications Officer
Ph: 07 3253 3932/ 0417 451 775
Email: nclifton@rma.org.au