

COMMUNITY SPIRIT

RNA Foundation

The Ekka is run by the Royal National Agricultural and Industrial Association of Queensland (RNA), a not-for-profit organisation dedicated to bringing people together to showcase, celebrate and experience agriculture and Queensland.

The RNA Foundation is the charitable arm of the RNA, raising funds to support the preservation of agricultural heritage, education, and awareness.

The Foundation also hosts special fundraising events in the lead-up to and during Show, including the High Tea on Ekka eve which this year supports the Longreach School of Distance Education, and the Ekka Gala on opening day which raises funds for Outback Futures.

A Long Lunch event was also held in May, supporting three key initiatives: a two-day leadership development workshop for 20 young Queenslanders in agriculture, to be held during the 2025 Ekka and facilitated by Marcus Oldham; the Lachlan Hughes Foundation which works to enhance rural landscapes and communities; and a bursary for a rural student to attend St John's College at the University of Queensland.

Strawberry Sundaes

The iconic strawberry sundaes do more than delight - they continue to make a difference.

As a not for profit, the RNA will reinvest the money raised from the strawberry sundaes back into the Ekka, including our vital agricultural education programs.

Every scoop supports a sweeter future for agriculture!

Children's Hospital Foundation

For more than a decade, the RNA and Children's Hospital Foundation have worked together to bring the spirit of the Ekka to sick Queensland kids.

This heartwarming tradition continues, with the Ekka's Farmyard Friends and The Smurfs to visit the Queensland Children's Hospital in early August to spread smiles and deliver showbags.

In July, a group of children were also treated to a special visit to the Brisbane Showgrounds, where they became the first to preview this year's showbag range.

