



## Ekka 2025 Event Medical Privacy Policy

### 1. Introduction

This Privacy Policy explains how personal, and health information is collected, used, stored, and disclosed in connection with the Ekka event by the:

- a) Royal National Agricultural and Industrial Association of Queensland ABN 41 417 513 726 (RNA) – the event organiser and landholder, and
- b) St John Ambulance Australia Queensland Limited ABN 74 264 019 231 (St John QLD) – the contracted medical and first aid service provider responsible for delivering first aid services to patrons, staff, and volunteers.

This policy reflects each organisation's obligations under applicable privacy legislation, including the Information Privacy Principles (IPPs) under the *Information Privacy Act 2009 (Qld)* and the Australian Privacy Principles (APPs) under the *Privacy Act 1988 (Cth)*.

### 2. Definitions

For the purposes of this policy:

- 2.1 **Personal information** means any information or opinion (whether true or not) about an identified individual or an individual who is reasonably identifiable.
- 2.2 **Health information** has the meaning set out in the *Privacy Act 1988 (Cth)* and includes information or opinions about:
  - a) the health, including an illness, disability or injury, (at any time) of an individual; or
  - b) an individual's expressed wishes about the future provision of health services to them;
  - c) a health service provided, or to be provided, to an individual; (where such information or opinion is also personal information);
  - d) other personal information collected to provide, or in providing, a health service to an individual.
- 2.3 **Ekka** means the Royal Queensland Show held annually at the Brisbane Showgrounds which includes the preliminary and subsequent activities involving the ride and sideshow alley bump-in period, large animal arrival, Beef Week and bump out period.

### 3. Parties and Applicable Privacy Legislation

- 3.1 **Royal National Agricultural and Industrial Association of Queensland (RNA)**  
RNA is a not-for-profit statutory authority and must comply with the *Information Privacy Act 2009 (Qld)*, including the Information Privacy Principles (IPPs).
- 3.2 **St John Ambulance Australia Queensland Limited (St John QLD)**  
St John QLD is a not-for-profit organisation providing health services as defined in the *Privacy Act 1988 (Cth)* and must comply with the Australian Privacy Principles (APPs).

### 4. Purpose and Scope

This policy applies to any person receiving first aid assistance at the Ekka event. It covers how personal and health information is:

- a) Collected by St John QLD as the primary first aid service provider.
- b) Shared with RNA for safety, reporting, legal or insurance purposes.
- c) Stored, protected, and retained in compliance with relevant privacy legislation.



## 5. Collection of Personal and Health Information

When individuals seek first aid care, St John QLD may collect the following:

- a) Name and contact details
- b) Age or date of birth and gender
- c) Nature of illness or injury (including detailed descriptions)
- d) Information about relevant personal factors for that individual's illness or injury (such as pre-existing conditions)
- e) Medical history relevant to the current presentation (noting that a range of medical history may need to be collected to determine relevance)
- f) Details of treatment provided and care notes including data from observations
- g) Emergency contact details

Information is collected for the purposes of providing first aid services and ensuring safety at the event, and complying with legal, reporting, and insurance requirements.

## 6. Consent

Consent will be obtained where practicable and appropriate. This may be:

- a) Explicit consent – given verbally or in writing.
- b) Implied consent – assumed through the individual's actions (e.g. presenting to first aid for treatment).

If the individual is a minor or lacks capacity, consent may be sought from a parent, guardian or authorised representative.

Where consent is not practicable (e.g. during a medical emergency), personal and health information may be collected, used or disclosed without consent in accordance with the law, including under:

- a) Australian Privacy Principle (APP) 3.4(c) of the *Privacy Act 1988 (Cth)*
- b) Information Privacy Principle (IPP) 10(1)(b) of the *Information Privacy Act 2009 (Qld)*

This includes situations where the collection or disclosure is necessary to prevent or lessen a serious threat to life, health or safety.

## 7. Use and Disclosure of Information

Information collected may be used and disclosed for the following purposes:

- a) Providing first aid treatment at the event
- b) Referring individuals to ambulance or hospital services
- c) Recording incidents and treatment outcomes for reporting and safety reviews
- d) Notifying RNA of incidents where required for insurance, legal, or health and safety purposes
- e) Meeting mandatory public health reporting obligations under Queensland law
- f) De-identified data may be used for trend analysis and safety improvements
- g) Disclosures are limited to what is necessary and lawful.

## 8. Information Sharing Between RNA and St John QLD

RNA and St John QLD may share personal or health information only where necessary for:

- a) Daily incident reporting logs
- b) Incident response and coordination
- c) Legal, insurance, or regulatory obligations
- d) Serious health or safety risks
- e) Complaints or investigation processes



Both parties must ensure any information shared is treated confidentially and in compliance with relevant privacy laws.

## 9. Data Storage and Security

RNA and St John QLD may use third-party providers for the secure storage or management of personal and health data (e.g. electronic incident reporting systems or cloud-based services). These providers are contractually required to comply with applicable privacy laws and must implement reasonable security measures to protect information.

Each party is responsible for securely storing the information it collects:

- a) St John QLD stores records of health information in accordance with relevant record-keeping and privacy requirements under the *Privacy Act 1988 (Cth)*.
- b) RNA stores incident reports and insurance-related documents in compliance with the *Information Privacy Act 2009 (Qld)*.

## 10. Access and Correction

Individuals may request access to, or correction of, their personal or health information held by either party.

Requests can be made to:

- a) St John Ambulance QLD for any information which it has collected or which has been shared by RNA to St John QLD;
- b) RNA for any information which it has collected or which has been disclosed to it as contemplated by this policy.

Proof of identity will be required, and requests will be responded to within a reasonable timeframe in accordance with applicable law.

## 11. Retention and Disposal

Information is retained only as long as required under legislation or operational policy, including:

- a) Treatment records (retention requirements under health legislation)
- b) Incident reports (legal and insurance timeframes)
- c) Safety logs and event evaluations

When no longer required, information will be securely destroyed or de-identified.

## 12. Contact Information and Complaints

### Royal National Agricultural and Industrial Association of Queensland (RNA)

Privacy Officer  
Brisbane Showgrounds  
600 Gregory Terrace  
Bowen Hills QLD 4010

Email: [hr@rna.org.au](mailto:hr@rna.org.au)

Phone: 07 3253 3912

Website: [www.rna.org.au](http://www.rna.org.au)

Complaints under: *Information Privacy Act 2009 (Qld)*



# RNA

THE ROYAL NATIONAL  
AGRICULTURAL AND  
INDUSTRIAL ASSOCIATION  
OF QUEENSLAND



## St John

### St John Ambulance Queensland

Privacy Officer  
6/2 Jenner Street  
Nundah QLD 4012

Email: [enquiries@stjohnqld.org.au](mailto:enquiries@stjohnqld.org.au)  
Phone: 1300 785 646  
Website: [stjohnqld.org.au](http://stjohnqld.org.au)  
Complaints under: *Privacy Act 1988 (Cth)*

If you are unsatisfied with how your privacy concern is handled, you may contact:

- Office of the Information Commissioner Queensland (OIC Qld) for RNA-related matters
- Office of the Australian Information Commissioner (OAIC) for St John QLD-related matters

#### Version Control

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