

WHAT'S NEW?

A selection of what's new at the 2025 Ekka.

Competitions

Bush Poetry: A new hat-themed class challenge

Cookery: New classes include Jellies – Any Variety, Student Relish, and Pickled Vegetables or Fruit

Cookery: Queensland in a Jar: A fresh theme invites entrants to create a relish, chutney or jam featuring a key ingredient grown in Queensland

Cake Decorating: This year's new theme is Nursery Rhymes

Creative Art and Craft: Expanded with new classes including Crocheted Toy or Doll – Other, Needle Felting, and Painted Model Figure

Dairy Cattle: Guernsey, Ayrshire and Brown Swiss breeds to be judged in a new Combined Breeds class

Dairy Goats: Introduction of an All Other Breeds class

Education on Show: Two new Minecraft Education classes presented by Norco Minecraft Flavoured Milk

Horse: New Equestrian Fancy Dress classes

Natural Fibres Make & Model: New themed classes: Rockabilly and Australian Country & Western

Painting and Drawing: A new Grand Champion Exhibit Prize has been introduced to recognise standout artistic talent

Poultry, Pigeons, Birds and Eggs: New Champion trophies honouring poultry legends, plus a new commercial class in the eggs section

Ekka apps

MyEkka Day Builder: Take a quick quiz in the app to generate a personalised itinerary based on your interests – from rides and food to animals and entertainment

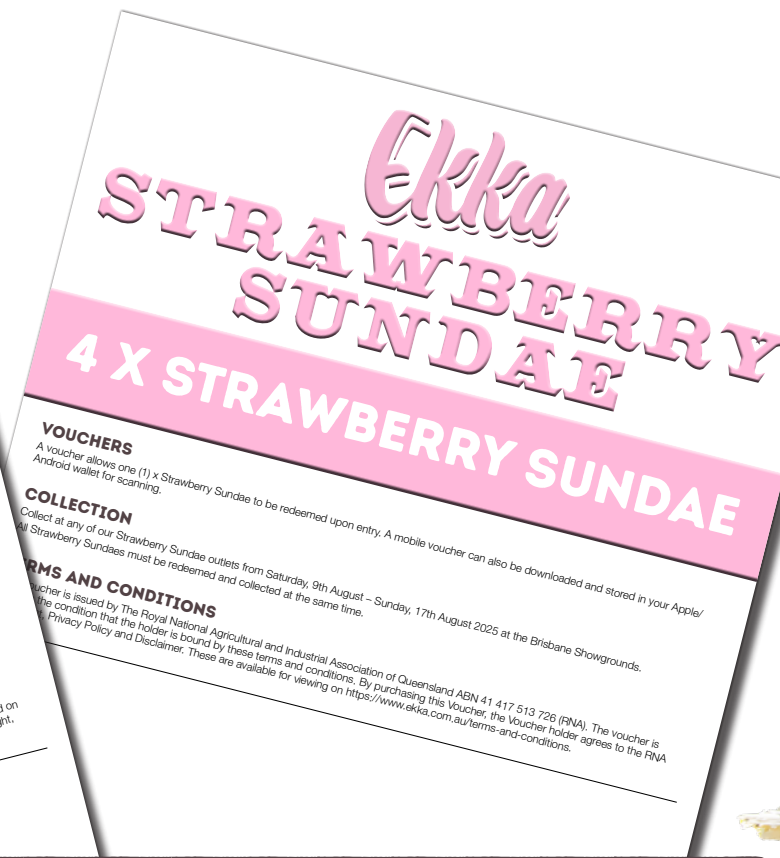
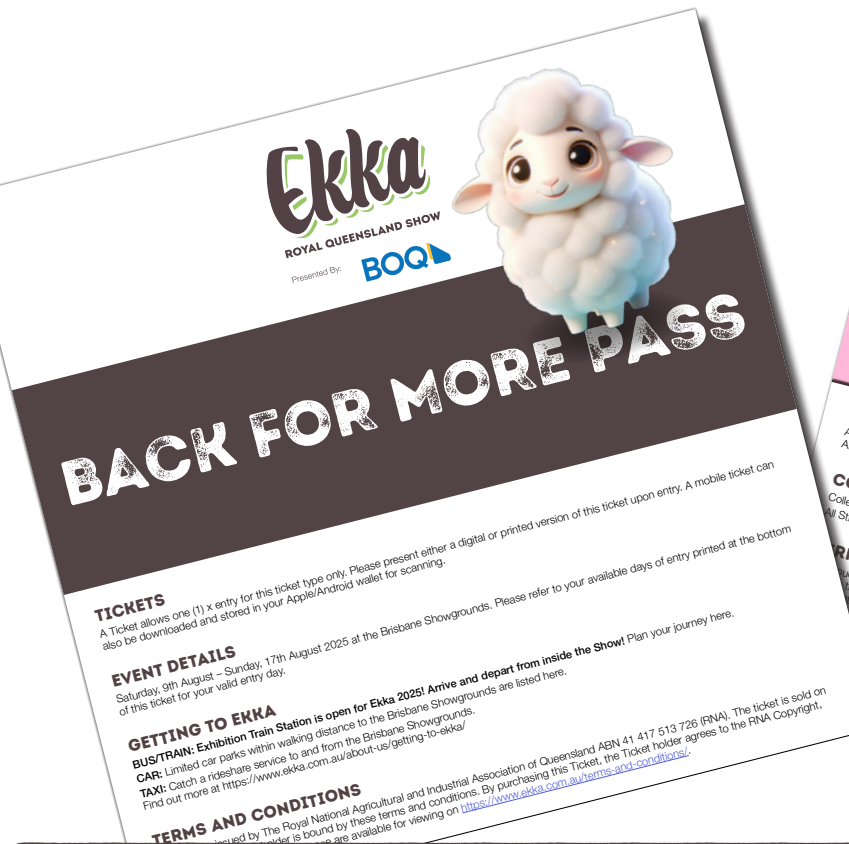
Ekka Fun Pass: Replacing physical ride cards, visitors simply need to download the Ekka Fun Pass app, purchase credits and scan their phone at each ride or game – making queues at ticket booths a thing of the past.

Tickets

Pre-order Strawberry Sundaes: When purchasing tickets online, visitors can pre-order four sundaes for \$25.

Back for More Pass: Enjoy a second day at the Show for only \$22 – which is less than a Child ticket.

Dreamworld Ticket: Thanks to an exciting new partnership between the Ekka and Dreamworld, every child ticket holder aged 5–14 who attends the Show on Thursday or Friday will receive a free Dreamworld child ticket, valued at up to \$119!



Entertainment

Melville's Duck Racing: A quirky, fast-paced live duck racing show starring Captain Quack Sparrow and Quacky Ga Ga.

Smurfs – The Lost Village Live Show: A heartwarming children's adventure following Smurfette's journey of self-discovery.

Lights, Camera, Action, Paws!: A thrilling performance by film and TV animal trainer Heidi Mackay and her superstar dogs.

Natural Fibres Fashion Parades presented by Channel 7: For the first time, the runway will feature all dancer-models including past Moulin Rouge performers and acrobats.

Parade of Livestock: A brand-new weekend showcase featuring a spectacular line-up of cattle, horses, goats, and sheep.

Circus Firemen: This high-energy Aussie comedy duo brings the heat with juggling, acrobatics and outrageous slapstick.

Entertainment - EkkaNITES Night Show

UniSC Mechatronic Robotic Sheep Dogs: Witness robodogs herd sheep in the Main Arena in a fascinating fusion of technology and tradition.

Queensland Police Pipes & Drums – AC/DC Tribute: A high-voltage opener blending bagpipes with iconic AC/DC hits like Thunderstruck and It's a Long Way to the Top.

eMDee: Globally renowned didgeridoo artist eMDee brings his explosive sound to the Main Arena, performing live during the National Anthem and fireworks spectacular.

Education

Strawberry Sundae Lane presented by BOQ: Discover the journey of strawberries, milk, sugarcane and wheat from Queensland farms to the show to see how the iconic Ekka strawberry sundae comes about - behind every scoop lies a story of agriculture.

Wool Workshop presented by Toy Farm: Experience the journey of wool from sheep to yarn with hands-on activities such as spinning and weaving, then make your own bracelet to take home.

Cluck and Collect: Kids become little farmers in this hands-on egg-collecting adventure, learning how eggs journey from farm to table.

Giant Pineapple Display: A 3-metre-high pineapple sculpture made from 200–300 real pineapples, celebrating Queensland horticulture and highlighting challenges facing the pineapple industry.

Wings of Wonder: Kids fold, decorate and add their own origami to a giant butterfly mural, creating a colourful, collaborative art installation.

*Melville's Duck Racing
is sure to be a hit!*



Food & Beverage

Strawberry Sundae Mega Outlet: With nine registers (up from just two last year), your favourite sweet treat will be quicker and easier to grab than ever before. Located on the corner of Gregory Terrace and King Street.

Hot Honey Chipotle Chicken in a Funnel Cake: Crispy, golden funnel cake meets spicy, sweet chicken glazed with a fiery honey chipotle sauce.

Blockbuster Burger: A towering feast served in a hollowed half loaf of bread, packed full of juicy burger fillings and topped with melted cheese.

Deep-Fried Dessert Sandwiches: Choose from irresistible fillings like crème brûlée, pistachio and chocolate, Biscoff crumble, cookies and cream, banoffee, matcha or chocolate ganache, and banana and chocolate.

Loaded Dorito Nachos in the Bag: Loaded Dorito nachos piled high with melty cheese, tangy jalapeños, fresh salsa, and all your favourite toppings - served straight in the bag.

Family Bundles: starting from \$12, these bundle deals offer meals designed to feed a family of four.

Interactive Animal Adventures

Qld Beef Up Close presented by Meat & Livestock

Australia: Meet some of the largest bulls at the Ekka, while discovering more about the Queensland beef industry.

Dairy Cattle Exercise Area: See dairy cattle in action as they are exercised throughout the day, and chat with passionate exhibitors to learn about life on a dairy farm.

Dairy Kid Experience: Watch a live milking demonstration, then meet the cheeky goats up close in this fun and interactive experience.

Music

Will Day: Brisbane country artist Will Day will deliver powerful vocals and heartfelt storytelling in a dynamic live performance.

Phoenix Rising Rock Cover Band: Making their Ekka debut, Phoenix Rising delivers high-energy rock classics and party anthems that get everyone on their feet.

Dee Jaye Bux: Australia's top country DJ spins every night at Ekka with his signature mix of country and funky remixes, keeping the party alive.

Showbags

Following movie releases in 2025, the Stitch Backpack and Stationery bags, and Jurassic World bag are sure to be popular. There are also new fan favourites like The Simpsons and Sonic. For foodies, the Bake Kneads bag is sure to be a hit, plus there are new trendy cosmetics bags such as Wicked Cosmetic Bag and Fashion Trendz.

Viral Tik Tok Craze

Tik Tok Famous Dubai Chocolate Bars:

A rich, gooey dessert layered with crispy pastry, creamy cheese and a decadent chocolate drizzle.





STEAMIN' IN

Travel:

Exhibition Station: The newly upgraded Exhibition station will reopen for this year's Ekka, welcoming patrons back for the first time since 2022. Plus, with 50 cent fares, getting to the Show has never been cheaper

Queensland Rail Steam Train: Queensland Rail is celebrating 160 years of connecting communities with the return of steam train journeys to the Ekka. Eight special steam train services will depart from Roma Street Station on People's Day.