

PRESENTING PARTNER



GRAND CHAMPION PARTNERS



CHAMPION PARTNERS



MEDIA PARTNERS



MAJOR PARTNERS



SUPPORTERS



PRESENTING PARTNER

Bank of Queensland (BOQ)

Bank of Queensland (BOQ) is one of Australia's leading regional banks. We're also among the few still not owned by one of the big banks.

For over 150 years, BOQ has been dedicated to supporting the people and communities of Queensland. As presenting partner of the Ekka, we're proud to showcase our passion for regional communities and the vital role agriculture plays in the economy.

Through this new partnership, we're reaffirming our promise to stand by Queenslanders – from the bush to the city – and to continue delivering banking that's personal, local, and built around the needs of our customers.

As well as being presenting partner, we're excited to bring you Strawberry Sundae Lane – a new activation in the Agricultural Education Hall – helping to teach attendees where their food comes from and highlighting the importance of agriculture.

GRAND CHAMPION PARTNERS

Woolworths

Woolworths has been a proud supporter of the Ekka for 27 years, bringing fresh food, great value and plenty of tasty treats to Show visitors year after year. Be sure to stop by the Woolworths Fresh Food Pavilion to check out a delicious range of snack and meal options – perfect for keeping you fuelled as you explore everything the Ekka has to offer. Whether you're after a quick lunch, snacks to satisfy, or something sweet, the Woolworths Fresh Food Pavilion has got you covered with something for every taste and budget.

Another highlight for food lovers is the Woolworths Steak Bar, back again for Ekka Beef Week and the whole nine days of Show. It's the place to grab the best steak burger on grounds – and every burger you buy helps raise funds for the Children's Hospital Foundation, supporting sick kids and their families across Queensland. So, while you're enjoying a juicy, mouth-watering burger, you're also making a difference in the community. Fuel your fun with Woolworths this Ekka and enjoy fresh flavours, great value and the chance to support Queensland families in need.

XXXX

For 146 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 the 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.

King Street

Step into the bustling energy of King Street, where a world of culinary delights and entertainment collide, and a strong sense of community thrives. Located next to The Brisbane Showgrounds in the heart of Bowen Hills, King St is an urban neighbourhood bursting with a blend of art, culture, dining, and entertainment. A haven for food enthusiasts, King Street dishes up a diverse selection of restaurants, cafes, and bars, alongside beauty and health services. King Street is also home to Strike Bowling and Archie Brothers, a kaleidoscopic circus of cocktails and arcade games – that brings new fun to old classics!

To experience a taste of King Street this Ekka, grab a pass-out from the ticket attendant and explore a range of sit-down & grab & go dining options from the likes of El Camino, Xin Chao, Queen Amann Bakery and local Italian favourite, Il Verde. Brisbane Icon and French dining institution Montrachet will also be dishing up braised beef bourguignon rolls to-go, served with a tasty side of French fries.

You'll also find King St favourites Winghaus, Kuhl-Cher, and 3Bros dishing up tasty bites inside the Ekka – perfect fuel for a day of show fun!

Queensland Government

Department of Primary Industries

The Queensland Government's Department of Primary Industries is proud to support the Ekka 2025.

We're dedicated to ensuring the production and protection of Queensland's rich natural

resources and delivering high-quality, safe and sustainably produced food and fibre.

In 2025 we're inviting Ekka guests to celebrate the important role Queensland's primary industries play in the state's economy and way of life.

Test your knowledge of Queensland's agriculture, fisheries, and forestry industries for your chance to win a prize in the Queensland Government Precinct.

Visit us in the Ag Education Hall to 'take your hats off' to Queensland's primary producers, and learn how to spot and stop fire ants while getting up close with the super pest. And celebrate the best of our state's produce at our "It's Fresh. It's Queensland" daily cooking demonstrations in the Woolworths Pavilion.

Website: www.dpi.qld.gov.au

<https://www.facebook.com/QldAgriculture>

<https://www.instagram.com/qldagriculture>

Queensland Government Multicultural Queensland Month

Celebrate Multicultural Queensland Month!

Held every August, Multicultural Queensland Month is a statewide celebration that recognises and values the stories, traditions, and contributions of our communities.

Did you know almost a quarter of Queenslanders are born overseas, and many of us have at least one parent born in a country other than Australia? Queensland's cultural diversity is one of our greatest assets—let's celebrate the stories that connect us.

You can take part in #MQM25 at the Ekka by:

- getting your groove on at the Multicultural Plaza Music Stage
- participating in one of our cultural workshops in the Royal International Convention Centre
- getting creative with our cultural craft activities – ideal for the whole family!
- exploring the history and experiences of Queensland's Australian South Sea Islander communities.

Attend an event, share your story, or start a conversation that builds understanding—there are so many ways to get involved in Multicultural Queensland Month!

To learn more and find out what's happening near you, visit: <https://www.qld.gov.au/multiculturalmonth>

MEDIA PARTNERS

4BC

4BC is proud to be a media partner of EKKA in 2025.

The radio station has a long and rich history

of involvement with major events in Brisbane, and events don't come bigger than the Ekka. 4BC will be broadcasting live from the Ekka again this year, bringing all the fun and excitement of this iconic annual event to the audience.

4BC's Line up includes -

- Breakfast with Peter Fegan 5.30am – 9.00am
- Mornings with Bill McDonald 9.00am – 12.00pm
- Afternoons with Sofie Formica 12.00pm – 3.00pm
- Drive with Gary Hardgrave 3.00pm – 6.00pm
- WWOS with Peter Psaltis 6.00pm – 7.00pm

4BC has a guaranteed formula to inform and entertain and if it's happening in Brisbane you can hear about it on 4BC.

Listen live on 882AM, DAB or stream live on the 4BC App.

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 Steve Austin, Afternoons with Kat Feeney, Drive with Ellen Fanning and Saturday Breakfast with Sally Rope.

All our presenters will be available for meet and greets including Craig Zonca and Loretta Ryan from the Breakfast program plus Jessica van Vonderen and Jenny Woodward from ABC Queensland 7PM News. You'll also get the chance to tour our Broadcast Truck and meet the Bananas in Pyjamas.

B105

B105 is Brisbane's number one hit music station! Wake up every morning with Stav, Abby, and Matt from 6am-9am, and let Carrie and Tommy drive you home in the afternoon from 3pm-6pm! Keep it locked on B105 to win the most Ekka tickets!

Channel 7

Ekka is back! And the Seven Network is proud to once again partner with The Royal Queensland Show, a favourite on every Queensland's calendar.

Our 7NEWS Queensland team will be broadcasting live from the showgrounds across all nine days, bringing you all the colour, excitement and must-see moments.

Be watching 7NEWS Queensland each night at 6pm to catch all the action – and don't forget to visit us in the 7 Pavilion to snap a photo behind the 7NEWS desk or on the Sunrise couch. You can even meet some of your favourite local Seven stars!

The Courier-Mail / The Sunday Mail

The Courier-Mail and The Sunday Mail have a long association with the 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 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 couriermail.com.au/subscribe.

Visit The Courier-Mail Showbag Pavilion and be sure to grab your BONUS Ekka Showbag liftout, only in The Courier-Mail. Available Wednesday, 6 August.

Triple M

Triple M and the Ekka go together just like a Dagwood Dog and the Vomatron. To celebrate EKKA 2025, Triple M Breakfast with Marto, Margaux and Dan, and The Triple M Rush Hour with Dobbo & Elliot 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 to 104.5 Triple M to win tickets to other huge Brisbane events like the Lions, Dolphins and even the Triple M Rockstar Lounge for Riverfire!

MAJOR PARTNERS

Australian Eggs

Australian Eggs is a member owned not-for-profit company, that provides marketing and research & development (R&D) services to benefit Australian egg farmers.

Australian Eggs works with the egg industry to invest in programs that help deliver nutritious, affordable and sustainable eggs to Australian families.

Australian Eggs is also proud to present the All About Eggs education program that provides science-based educational resources and classroom activities aimed at primary and secondary school students to teach them about the production of eggs and farming

practices, as well the nutritional benefits of eating eggs.

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 the Ekka again this year, see you there!

Meat & Livestock Australia

Meat & Livestock Australia (MLA) is Australia's industry marketing and research body fostering the long-term prosperity of our red meat and livestock industry. MLA's purpose is to deliver world-leading outcomes that fuel global competitiveness, sustainability and producer profitability.

Norco

Founded in 1895 by 40 farmers in Clunes, near Byron Bay, Norco was built on the belief that collaboration creates strength. Today, that same spirit drives Australia's oldest and last dairy co-operative, owned by over 300 farming families across the South East Queensland and New South Wales. For 130 years, Norco farmers have nurtured healthy herds to produce milk that's naturally rich in protein and 13 essential nutrients. We believe happy cows make the creamiest milk – and our award-winning dairy is proof. Norco remains proudly farmer-owned, committed to sustainability, quality, and a thriving future for Australian dairy.

Queensland Off-The-Track

The QOTT Program has been established to provide a high-quality first transition for Thoroughbred and Standardbred horses from racing and breeding activities to retirement.

To maximise aftercare outcomes for Queensland's retired racehorses, the QOTT Program supports the placement of retired racehorses into second careers, promotes life after racing options and identifies retirement pathways. QOTT aims to stimulate demand for the breeds and increase awareness of their adaptability and versatility of use; provide education and support for racing industry participants and the domestic horse community to optimise racehorse aftercare; and advocate for the lifelong traceability of retired racehorses beyond their first exit from the racing industry.

Sushi Hub

Sushi Hub opened its first store in October 2006 and now has more than 180 stores across Australia. It is a labour of love between the Sushi Hub chefs and customers, where freshly made sushi is the heart and soul of every Sushi Hub store. The love of making classic sushi has seen Sushi Hub create a delicious store-wide menu that includes: Maki Roll, Sushi Box, Sashimi & Salad, Inari, Nigiri and Sushi Platters. Mouthwatering, Sushi Hub's signature dishes include Fresh Tasmanian Salmon Roll, Crispy Chicken Roll and Tuna Salad Roll. Among the popular favourites at Ekka are Grilled Tamagoyaki on a stick, and Maki Rolls like Crispy Chicken and Avocado, Teriyaki Chicken and Cucumber and Tempura Prawn as well as Grilled Salmon Nigiri and Fresh Salmon Nigiri Sandwich. Whatever your choice...at Sushi Hub it's always So Fresh, So Good, So Eat Now.

Toy Farm

Toy Farm Pty Ltd is where fun, creativity, and quality come together! Proudly Australian-owned, we bring joy to families with a colourful range of toys and gifts for all ages — from plush capybaras and animal hats, to remote control cars, LED toys, onesies, and more. We're committed to safety and quality, with our products tested to meet high standards. With fast shipping from our Sydney warehouse and regular pop-ups at shopping centres and events, Toy Farm makes it easy to find something magical wherever you are.

As a proud Ekka partner, we love being part of the Queensland community, sharing smiles and sparking imaginations. Whether you're shopping for a gift or treating yourself, Toy Farm is your trusted destination for playful, well-made, and memorable toys.

Visit toyfarm.com.au to explore our world of fun — where the best toys grow!

SUPPORTERS

Carnival Cruise Line

Carnival is the World's Most Popular Cruise Line®, and operates from Sydney and Brisbane year-round with their fleet of four ships. Each ship offers its own unique personality and range of onboard experiences - no matter which ship guests choose, we guarantee there are good times around every corner! From riding waterslides, dancing at deck parties, and discovering the wonderful world of Dr Seuss, to blissful massages, delicious dining, and deck chairs for days, guests can choose their kind of fun on a Carnival cruise.

Kilcoy Global Foods

Kilcoy Global Foods is a multi-award-winning global food solutions provider. With a legacy of excellence spanning decades, Kilcoy Global Foods is renowned for its commitment to exceptional quality and innovation. Their premium beef, lamb, and high quality protein brands are enjoyed in more than 35 countries worldwide.

Kilcoy Global Foods is passionate about creating fresh, natural, healthy, and convenient food solutions the world loves to eat.

Plush Puppy

Plush Puppy creates superior grooming products for show champions and treasured companions, offering outstanding results whether its coat, fur or feathers. Our shampoos, conditioners, styling and finishing ranges are outcome orientated, giving unbeatable results and a winning edge every time.

We are dedicated to manufacturing high quality, results-driven grooming products for serious show exhibitors, professional groomers and pet lovers from all corners of the globe.

Help them look their absolute best with Plush Puppy.

Rydges Fortitude Valley

Where country chic meets the city's urban fringe, Rydges Fortitude Valley boasts a perfect blend of modern design and rustic interiors, a nod to the rich history in which the hotel was built on, the Brisbane RNA Showgrounds. Perfectly located on King Street and only steps away from the Royal International Convention Centre, guests with tickets to the Ekka have VIP access into the heart of the action, providing unparalleled convenience becoming your perfect Ekka 'home' away from home.

Treat yourself to a modern Australian steakhouse experience at the renowned Six Acres Restaurant - with a paddock to plate philosophy, the menu features Royal Queensland Award winning produce.

Or for a more casual experience, Bar Gusto will offer Ekka Show favourites along with traditional Bar Gusto pizzas and pasta to enjoy while you soak up the Ekka atmosphere from under the fig.

Somerville House

Somerville House is thrilled to return in 2025 as a sponsor of Beef Week and presenting partner of Little Backyard Farmers. A proud member of Brisbane's vibrant community, we cherish the opportunity to support these iconic events celebrating Queensland's rich agricultural heritage, inspiring the next

generation of farmers and animal enthusiasts.

Our passion for fostering community and providing a future-focused education aligns perfectly with our sponsorship of Beef Week and Little Backyard Farmers. We look forward to celebrating the spirit of the Ekka and contributing to the growth and education of future generations. Visit the Somerville House stand at Beef Week from 4-9 August and the Little Backyard Farmers exhibit in the Ag Education Hall.

BEEF WEEK SPONSORS GRAND CHAMPION PARTNER

JBS

The JBS Australia Northern Division operates five strategically placed beef processing facilities as well as five feedlots throughout Queensland and New South Wales, with farm gate relationships with our valued producer partners along the east coast and access to an extensive network of quality cattle.

Our network provides the ability to meet the specific demands of various market segments with an extensive range of grain fed and pasture fed products. As the major player in the Australian beef industry, the Northern Division processes up to 1.4 million head of cattle annually, employing over 5,000 local team members. We are proud to offer a wide variety of award-winning beef brands for retail, wholesale and food service customers.

JBS Australia, part of the global JBS business, is the largest and most respected meat and food processor in Australia with a strong portfolio of leading beef, lamb, pork, salmon and value-added products. Globally, JBS is the largest animal protein business in the world, with operations in North America, South America, Europe, Australia, and New Zealand.

To learn more, visit <https://jbsaussiebeef.com.au/>

CHAMPION PARTNERS

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Suncorp Bank

Suncorp Bank has been creating a brighter future for 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. That's banking you can feel good about

The SUNCORP brand and Sun Logo are used by Suncorp Bank (Norfina Limited ABN 66 010 831 722) under licence and Suncorp Bank is not part of the Suncorp Group.

MAJOR PARTNERS

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 50 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.

Queensland Government - Office of Industrial Relations

The Office of Industrial Relations, through Workplace Health and Safety Queensland (WHSQ), is proud to sponsor Ekka Beef Week 2025 - celebrating Queensland's agricultural industry and reinforcing our

strong commitment to the health, safety, and wellbeing of its workforce.

Our involvement in Ekka Beef Week is all about connecting with the people who keep Queensland's agriculture sector moving. WHSQ will be onsite sharing practical tools, safety resources, and expert advice to help producers and workers stay safe, healthy, and productive, both on and off the land.

SUPPORTERS

AgForce

AgForce Queensland Farmers is a state-based, not-for-profit organisation that has represented Queensland's primary producers for over 25 years. With members spanning the beef, sheep, wool, goat, grain, and cane industries, AgForce champions the long-term sustainability and profitability of agriculture through evidence-based policy, industry leadership, and strong regional representation. The organisation plays a vital role in advocating for rural communities and fostering innovation across the sector. AgForce also invests in the future of farming by supporting young people through initiatives like the School to Industry Partnership Program and the Young Producers' Council, ensuring the next generation is empowered to lead.

Elders

As rural Australia's most trusted agribusiness, Elders has played an important role in the agricultural sector for more than 185 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.

Greenstock (Woolworths)

Greenstock, Woolworths' dedicated red meat supply chain business, was established in 2021 with a clear purpose: to support Australian agriculture and provide families with daily access to fresh, quality meat. We

proudly partner with farmers nationwide, respecting their immense care and investment in producing Australia's finest red meat. A key aspect of Greenstock's work is building strong, long-term relationships with Australian farmers, a practice Woolworths has upheld for over 40 years. Through strategic partnerships with livestock producers, processors, and manufacturers, Greenstock ensures consistent, high-quality supply while optimising the entire carcass for sustainability and value. This commitment supports rural communities, delivers diverse, convenient, and affordable red meat products to consumers, and maintains quality from paddock to plate, reflecting our dedication to a thriving Australian agricultural industry.

QCL

Queensland Country Life has been the trusted voice of rural and regional Queensland for generations - informing, connecting and supporting the state's agricultural communities. Our journalists live and work in the regions they report on, delivering the stories that matter to Queensland farmers. From breaking news in agribusiness and rural politics to celebrating the day-to-day lives of farming families, we cover it all. Whether it's the Roma cattle saleyard prices or chickpea planting prospects, Queensland Country Life is essential reading and a go-to source for those on the land who want to stay informed and ahead.

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Ekka BEEF WEEK 2025

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