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WELCOME

Queensland's largest and most loved event, the Royal Queensland Show (Ekka) presented by Bank of Queensland (BOQ), this year runs from Saturday 9 to Sunday 17 August.

In 2025, the Show is set to be more budget-conscious than ever, with a strong focus on delivering value offerings that make the Ekka more accessible and affordable for all.

Building on the success of last year's cost-saving initiatives, more than 110 food vendors will once again offer a value menu item priced at \$10 or less. In a first for the Show, the food outlets will also feature family bundles, with meals starting from just \$12 to feed a family of four.

Another exciting addition this year is the option to pre-order the iconic Ekka Strawberry Sundae when purchasing tickets online. A new four-for-\$25 bundle will allow showgoers to plan ahead and enjoy one of the Show's sweetest traditions at a discounted price.

The popular daily two-for-one rides session is back, offering one hour of discounted rides from 9:30-10:30am in the B105 Sideshow Alley and Kids Carnival areas. Making the rides experience even more seamless this year is the launch of the Ekka Fun Pass App - designed to eliminate the need to visit a ticket booth. The Ekka Fun Pass will also deliver bonus ride credit to give showgoers even more value.

In a further effort to help visitors get the most out of their Show experience, the RNA has introduced the new Back for More Pass, giving patrons the chance to enjoy a second day at the Ekka for just \$22 - less than the price of a Child ticket.

Transport is more affordable too, with 50-cent fares available, including to the newly upgraded Exhibition Station reopening for this year's Ekka. For the first time since 2022, visitors can arrive and depart by train from directly inside the Brisbane Showgrounds.

This year's Ekka will also offer a greater focus on interactive, educational experiences that complement our beloved competitions. Visitors can learn more about Queensland's beef industry and meet some of the Show's largest bulls at the new Queensland Beef Up Close presented by Meat &

Livestock Australia. They can also discover how goats are cared for and how fresh goat milk is collected at the new Dairy & Kid Experience.

Competitions remain at the heart of the Ekka and in 2025 we're expecting around 21,000 entries across 46 categories. There has been strong growth in several areas, particularly our beef competitions. Entries in Paddock to Palate presented by JBS Australia have increased by 35 per cent, while Stud Beef and Led Steer have each grown by more than 10 per cent.

Our Poultry, Pigeons, Birds and Eggs Competition has seen a 50 per cent increase in egg entries, and the Art and Cookery Competitions are thriving with more than 4,700 entries submitted. Interest in Wearable Art and Natural Fibres Make and Model has surged, with a 30 per cent increase in both categories.

Entertainment remains a highlight of the Show and this year is no exception. The EkkaNITES night show returns with a bold new Inferno theme - a fiery tribute to the land, the people and the stories that burn brightly in the heart of Australia's outback.

The Ekka is all about bringing people together to showcase, celebrate and experience agriculture and Queensland. The Ekka Media Kit is your comprehensive guide to the 2025 Show, outlining all the new additions, key highlights, and the full daily program.

The RNA sincerely appreciates your support and coverage, and we look forward to welcoming you to this year's Show.



David Thomas
RNA President



Brendan Christou
RNA Chief Executive