

COMMUNITY SPIRIT



RNA Foundation

The Ekka is proudly 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, agricultural education, and agricultural awareness and development.

Throughout the year, the Foundation hosts a range of fundraising events that support important rural and regional initiatives, including the following:

- June Long Lunch event which supported three key initiatives: a two-day leadership development workshop for 25 young Queenslanders in agriculture, to be held during the 2026 Ekka and facilitated by Marcus Oldham; the Lachlan Hughes Foundation which works to enhance rural landscapes and communities; and a bursary for rural students to attend St John's College and St Leo's College both at the University of Queensland.
- High Tea on Ekka eve which this year supports the Isolated Children's Parents' Association (ICPA) – directly supporting Mt Isa, Tambo and Mitchell school students to attend their next camp by sponsoring transport, accommodation, facilitators and equipment; and Storyfest South West – providing opportunities for nine regional communities and schools to attend a writers' festival in 2027.
- Ekka Gala on opening day which raises funds for Outback Futures.

Visitors can also support the Foundation by recycling eligible containers in the green-lidded bins around the grounds as part of the Containers for Change refund scheme and by purchasing feed cups in the Animal Nursery, with a portion of the profits going to the Foundation.

Strawberry Sundaes

The iconic Ekka Strawberry Sundaes do more than delight showgoers — they help make a difference.

As a not-for-profit organisation, the RNA reinvests funds raised through Strawberry Sundae sales back into the Ekka, including vital agricultural education programs that inspire future generations.

Every scoop supports a sweeter future for agriculture!

Children's Hospital Foundation

For more than a decade, the RNA and the Children's Hospital Foundation have partnered to bring the spirit of the Ekka to children receiving treatment in hospital.

This much-loved tradition continues in 2026, with Ekka's new Farmyard Friends Stage Show and characters including Barbara-Ann Streisand the Sheep, Daisy the Cow and Milo the Sheep Dog visiting the Queensland Children's Hospital to spread smiles and deliver showbags.

Ahead of Show, a group of children will also enjoy a special visit to the Brisbane Showgrounds, becoming some of the first to experience the excitement of Ekka and preview this year's showbag range.