

## 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 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 the Ultimate Queenslander Test, a new activation in the 7NEWS Community Pavilion that will put your knowledge to the test on iconically Queensland people, things, and places. Come visit us to find out just how Queenslander you are!

## GRAND CHAMPION PARTNERS

### Woolworths

Woolworths is proud to celebrate 28 years of supporting the Ekka, 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 our delicious range of snack and meal options—perfect for keeping you energised as you explore everything the Show has to offer. Whether you're after a quick lunch, a mid-afternoon snack, or something sweet, we've got you covered for every taste and budget.

Another major highlight is the Woolworths Steak Bar, returning for Ekka Beef Week and the full nine days of the Show. It's the place to grab the best steak burger on the grounds—and best of all, every burger purchased helps raise vital funds for the Children's Hospital Foundation. While you're enjoying a juicy, mouth-watering burger, you're also supporting sick kids and their families across Queensland. Fuel your fun with Woolworths this Ekka and enjoy great value while making a difference!

### Lion / XXXX

For 147 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 leading Australian-owned agricultural investment and operating company, delivering strategic investment, asset management, and operational management services across the Australian agriculture sector.

AAM's vision is to drive investment that shapes the future of agriculture, creating a positive and enduring legacy. At the core of the business is a strong belief in the resilience and long-term potential of Australian agriculture, supported by a commitment to investing in opportunities that deliver meaningful change and sustainable value.

This vision is underpinned by AAM's core philosophies of diversification across supply chains and geographic regions, combined with active management focused on operational excellence, sustainability, and long-term capital growth. These principles are further reinforced through an owner-operator approach that aligns investment with on-the-ground expertise and performance.

### 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!

## MEDIA PARTNERS

### 4BC

4BC is proud to be a media partner of EKKA in 2026.

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 hosting a 'Refresh and Recharge Station' where EKKA goers can stop by to grab some essentials like sunscreen and hand sanitiser while charging their phones and taking a seat. 4BC listeners will be able to meet some of their favourite announcers at designated times found on the 4BC Facebook page.

4BC's Line-up includes:

- Breakfast with Dean Miller and Sofie Formica 5.30am – 9.00am
- Mornings with Jason Matthews 9.00am – 12.00pm
- Afternoons with Carla Bignasca 12.00pm – 3.00pm
- Drive with Gary Hardgrave 3.00pm – 6.00pm

If it's happening in Brisbane, you can hear about it on 4BC. Listen live on 882AM, DAB or take 4BC wherever you go with the 4BC App.

### 612 ABC Brisbane

612 ABC Brisbane is proud to partner with the Ekka, celebrating 150 years of this iconic event, connecting communities from all around Brisbane and across Queensland. We have programs broadcasting live each day, including Mornings with Steve Austin, Afternoons with Kat Feeney, Drive with Ellen Fanning, and Weekends 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 the 7pm News. You'll also get the chance to tour our Outside Broadcast truck and meet the Bananas in Pyjamas.

As part of the celebrations, we're also inviting you to contribute to our 150th anniversary quilt. Craft, knit or sew a square that represents your connection to the Ekka, helping stitch together a shared story of memories. You can also visit the quilt on display at the Ekka and see this growing community creation come to life.

### B105

Waking up with Stav, Abby & Matt on B105 from 6-9am means rolling over and hearing exactly what you need to know every morning – what's happening across the streets of Brissie, and what's creating the fuss around the world. Together they are one big breakfast feast of fantastic, full of life and the best way to start the day!

### Channel 7

Ekka is back for its 150th year! The Seven Network is proud to once again partner with

The Royal Queensland Show, a favourite on every Queenslander'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 the 7NEWS Community Pavilion and also grab your 2026 7NEWS Animal Walk collectable item. Keep an eye across the @channel7queensland Instagram to see what time you can meet some of your favourite local 7NEWS presenters!

### *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](http://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](http://couriermail.com.au/subscribe).

### *Triple M*

For the healthiest dose of good times, greatest hits, big laughs and sports entertainment for breakfast, delivered with an unmatched laconic style and a big-hearted passion for Brisbane, glue the dial to Triple M Breakfast with Marto, Margaux & Dan. Loyal and local, these three are the voice of Brisbane with the greatest yarns and breaking sport news.

Catch the team at sparrows, every weekday from 5:30am to 9am on Brisbane's 104.5 Triple M or on LiSTNR

## MAJOR PARTNERS

### *Adjusta*

Visitors, members, and the general public attending Ekka are warmly invited to discover how adjustable massage beds and Posturepedic massage lift chairs can help improve quality of life through better sleep health, comfort, mobility, and relaxation. Adjusta's display located in the Rest nd Recovery Zone, presented by Adjusta offers an educational and interactive experience where guests are encouraged to try products firsthand and learn about the many health and

wellness benefits, they provide.

Through hands-on demonstrations, visitors can experience how adjustable beds may assist with sleep quality, circulation, pressure relief, and overall relaxation, while their lift chairs are designed to support comfort, independence, and easier mobility. Even if someone is not ready to purchase immediately, their goal is to provide valuable sleep health education so visitors can make informed decisions in the future when investing in their wellbeing.

Importantly, their adjustable massage beds and lift chairs are listed with the Therapeutic Goods Association (TGA) as Class One medical devices.

### *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*

The team at Coca Cola 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 a producer-funded service provider that delivers marketing, research, and development for Australia's red meat and livestock industry. Working in collaboration with producers, supply chain partners and government, MLA drives global demand, productivity, sustainability and profitability for beef, sheep, and goat producers – supporting innovation, animal welfare, traceability, and Australia's reputation for high quality, ethically produced red meat.

### *Norco*

Norco was founded in 1895, when 40 farmers gathered under a tree in Clunes, near Byron Bay, united by a simple belief: we are stronger together. More than 130 years on, that spirit of collaboration continues to guide us as Australia's oldest and last dairy co-operative, committed to building a sustainable future for farming families.

Today, our community of around 300 dairy farmers carry forward generations of expertise and care, raising healthy, well-looking-after herds. Because when cows are cared for properly, they produce the creamiest milk, naturally rich in protein and 13 essential nutrients.

It's this dedication at every step, from pasture to product, that ensures Norco delivers consistently high-quality, award-winning dairy, so with every drop, our customers can taste the difference that comes from farmers who truly care.

### *Queensland Government / Department of Primary Industries*

The Queensland Government's Department of Primary Industries is proud to support Ekka 2026.

We're delivering for Queensland by investing in a strong future for the state's food and fibre producers that will drive profitability, sustainability and wellbeing for people across the state.

Visit the Queensland Government Precinct to discover how primary industries help communities prosper and celebrate the people behind our food and fibre.

In the Ag Education Hall, learn about Queensland's primary producers, make your own hat, see Fire ants up close and learn how to spot and stop the super pest. Then head to the Woolworths Fresh Food Pavilion to enjoy cooking demonstrations showcasing budget family recipes made with the best of Queensland's fresh, local produce.

Website: [www.dpi.qld.gov.au](http://www.dpi.qld.gov.au)

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

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

### *Queensland Off-The-Track*

The Queensland Off-The-Track Program (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. Since its inception, the QOTT Program has launched ten major initiatives to support racehorse aftercare in Queensland.

### *Somerville House*

Somerville House is proud to return in 2026 for our third year as a sponsor of Beef Week and presenting partner of Little Backyard Farmers. We are also excited to be a presenting partner of Flower Crowns this year. As a valued member of Brisbane's vibrant community, we are delighted to support these much-loved Ekka initiatives that celebrate Queensland's rich agricultural heritage and inspire the next generation of farmers and animal enthusiasts. Our commitment to community connection and future-focused education aligns strongly with Beef Week, Little Backyard Farmers and Flower Crowns. We look forward to celebrating the spirit of the Ekka for its 150th Anniversary, and contributing to meaningful, hands-on learning experiences for young people.

### *Sushi Hub*

Sushi Hub will celebrate its 20th Anniversary this October. From its first store in 2006 it has grown to more than 200 stores across Australia. It is a labour of love between the Sushi Hub chefs and customers, where a delicious range of sushi is made all day, every day. 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](http://toyfarm.com.au) to explore our world of fun — where the best toys grow!

## SUPPORTERS

### *Carnival Cruise Line*

Carnival Cruise Line is Australia's largest cruise operator, sailing year-round from Sydney and Brisbane to some of the region's most sought-after destinations, including the South Pacific, New Zealand, the Great Barrier Reef, Moreton Island and Tasmania. As the world's most popular cruise line, Carnival welcomes almost five million guests globally each year with holidays designed for fun, relaxation, and connection. From thrilling waterslides, deck parties and family entertainment to delicious dining, spa treatments and adults-only retreats, there's something for everyone onboard. With four ships in Australia, Carnival invites guests to sail on the fun side of life.

### *Horsey People*

Horsey People is Australia's only equine and country-inspired rewards brand, built for everyday Aussies who love big prizes, real value and a strong community feel. What started with grassroots ties to the horse and country world has grown into a national rewards platform offering major giveaways, VIP member benefits, partner discounts, and an expanding online marketplace. With a strong connection to rural Australia, Horsey People proudly supports Farm Angels and their work helping struggling farmers. Through high-impact campaigns, community-driven values and a growing national audience, Horsey People helps brands connect with Australians in a way that feels exciting, authentic, and rewarding.

### *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.

### *McDonald's Australia*

McDonald's Australia is proud to support the Ekka, celebrating the people and produce that help bring our menu favourites to life. With a long-standing commitment to local suppliers, we work with Australian farmers and producers to source quality ingredients, from farm to restaurant. Our activation, "Macca's: From the Farm to your Favourites," showcases the journey behind some of our most iconic menu items and highlights the partnerships that support local communities. We're excited to be part of this iconic Queensland event, connecting with visitors and sharing the story of where your Macca's favourites come from.

### *Rydges Fortitude Valley*

Where Brisbane's urban edge meets the charm of the historic RNA precinct, Rydges Fortitude Valley blends contemporary style with subtle nods to its Showgrounds heritage. Perfectly positioned on King Street, just steps from the Royal International Convention Centre the hotel offers an ideal base for Ekka visitors seeking effortless access to the festivities and a comfortable retreat at the end of the day.

At Six Acres Restaurant, guests can indulge in a refined modern Australian steakhouse experience. The menu celebrates award winning Queensland produce through a true paddock to plate philosophy, delivering dishes that are both honest and elevated.

For something more relaxed, Bar Gusto offers Ekka favourites alongside its traditional Italian menu. It's the perfect spot to unwind under the fig tree, soak up the atmosphere, and enjoy a casual bite between events.

## BEEF WEEK SPONSORS GRAND CHAMPION PARTNER

### *JBS*

JBS Australia is the nation's largest beef processor and lot feeder. The 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 grass-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

### AAM

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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 (Norfin 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.

## SUPPORTERS

### 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.

### Queensland Country Life

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.

### Woolworths Meat

At Woolworths, we have spent more than 40 years building trusted relationships with Australian farmers, deeply respecting the care they invest in producing the nation's finest red meat. Through our dedicated red meat supply chain, we partner with livestock producers, processors, and manufacturers nationwide to support local agriculture and give families daily access to fresh, premium meat. This collaborative approach ensures a consistent supply while managing resources sustainably and efficiently. From paddock to plate, our commitment supports rural communities and delivers affordable, convenient, and high-quality choices to everyday consumers, reflecting our pride in a thriving Australian agricultural industry.



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