

WELCOME

Queensland's largest and most loved event, the Royal Queensland Show (Ekka) presented by Bank of Queensland (BOQ), returns from Saturday 8 to Sunday 16 August, marking an historic milestone — 150 years of the Ekka.

For a century and a half, the Ekka has brought Queenslanders together to celebrate community, agriculture, and innovation.

The Ekka proudly brings the country to the city each year and forms a rich part of Queensland's social and cultural heritage. This year's Show honours that rich legacy while embracing the future, delivering a program that is accessible, engaging and value driven.

Affordability remains a major focus in this anniversary year, with more than 110 food vendors offering \$10-and-under menu items and family meal bundles available from \$25.

The popular daily two-for-one rides session also returns from 9.30–10.30am in B105 Sideshow Alley, Kids Carnival and the new Machinery Hill Kids Zone, while the Ekka Fun Pass App helps visitors skip ticket booths and access bonus ride credit.

To help visitors make the most of this milestone event, the RNA is continuing the Back for More Pass, giving patrons the opportunity to return for a second day for just \$23. Transport is also affordable and convenient, with 50-cent fares available to the upgraded Exhibition Station.

Competitions remain at the heart of the Ekka, with more than 21,500 entries across 59 categories in 2026. From stud beef, woodchopping, and showjumping to dogs, cats, and cookery, the Show continues to showcase the very best of Queensland talent, agriculture, and animals.

Strong growth has been recorded across beef cattle, dairy goat and horse competitions, alongside record entries in Arts and Cookery and Poultry, Pigeons, Birds and Eggs.

In its 29th year, the Paddock to Palate Competition presented by JBS Australia attracted 226 entries, up 26 per cent on 2025, with almost \$55,000 in prize money. Recognised as one of the world's most commercially relevant competitions of its kind, it uses cutting-edge data collection to help producers benchmark their cattle.

Arts and Cookery reached a record 5,138 entries across eight sections, while Egg entries rose almost 150 per cent to 258 — an Ekka and Australian competition record.

Entertainment will once again light up the Showgrounds across both day and night programs. The EkkaNITES show returns with a heart-warming new production — Heart of the Land — celebrating 150 years of Queensland Farming Spirit. Through stirring narration, a sweeping musical score, and breathtaking performances, Heart of the Land will honour the evolution of rural life and innovation that has driven the growth of Queensland's agricultural industries. The Main Arena program will also feature X-Treme entertainment, including the V8 Utes Precision Driving Team, Hot Wheels Heroes and Freestyle Motor X Riders of the Night, alongside the much-loved fireworks and arena favourites.

By day a vibrant line-up of roaming performers and variety acts will bring energy and surprise to every corner of the Showgrounds, with entertainment for visitors of all ages.

Interactive and educational experiences are also a key feature of the 150th celebrations, including the new Butter Barn presented by Norco, the enhanced Strawberry Sundae Lane exhibit and the Ekka Learning Trail.

For 150 years, the Ekka has been a place to come together — to showcase, celebrate and experience the very best of Queensland. This year's Ekka Media Kit is your comprehensive guide to this landmark Show, outlining new additions, key highlights, and the full daily program.

We thank you for your support and coverage and look forward to welcoming you to this year's Show. We hope you enjoy celebrating our historic 150th milestone with us.



David Thomas
RNA President



Brendan Christou
RNA Chief Executive