

June 18, 2021

Comeback Ekka to reunite country and city safely

The country and city are set to come together and reunite safely as the countdown to the historic comeback Royal Queensland Show (Ekka) presented by RACQ kicked off in Brisbane this morning.

With just 50 days until the gates open, tickets for the show are now on sale creating much excitement considering the cancellation of the Ekka last year for only the third time in its 145-year history due to the pandemic.

RNA Chief Executive Brendan Christou said after such a challenging 2020, the RNA was delighted to outline how the Ekka would bring the community back together once again.

“The People’s Show is back and since December last year we have been working closely with Queensland Health to plan a COVID Safe event for the community to enjoy,” he said.

“There is wonderful community sentiment for the show; our exhibitors, competitors and the public can’t wait to welcome the return of the Ekka.

“All the unique Ekka traditions the public know and love such as our competitions, animals, food, sideshow alley, kids’ carnival, showbags and entertainment will be on offer once again.”

Mr Christou said as part of ensuring a COVID Safe event, a series of measures will be introduced at the show this year which comply with current Queensland Health regulations and requirements for major events.

“The RNA will always act in the best interests of public health, that has been our top priority in planning our comeback show,” he said.

“More than 70 per cent of the Ekka is outdoors, from our main arena to baby animal nursery, sideshow alley, kids’ carnival areas and many competition venues which are not subject to restricted numbers.”

The COVID Safe measures include:

- **CAPPED DAILY NUMBERS** – The Ekka will run at limited numbers with 45,000 tickets available for sale each day. This is to ensure indoor restrictions of one person to every two square metres are met. There are no restrictions in outdoor areas. This capped daily number may vary closer to the show depending on restrictions in place at the time.
- **ONLINE TICKETS ONLY** – For contact tracing purposes, the public must nominate the day they wish to come to the show, buy tickets online and disclose full contact details. With limited tickets available and to avoid missing out, the public are urged to go to ekka.com.au sign up and enjoy discounted pricing now.
- **REAL TIME CROWD MONITORING** – A camera-based counting system will be in place in major indoor pavilions to ensure the one person to every two square metres indoor requirements are met. The monitoring will be available for the public to view in real time on screens and on an app. This system will advise the public of capacities inside pavilions to assist with customer experience. There are no restrictions in outdoor areas. More than 70 per cent of the Ekka is outdoor, so these restrictions only affect indoor pavilions.
- **ROVING COVID SAFE MARSHALLS** – Marshalls will be roving throughout indoor pavilions to assist with capacity numbers and help the public with physical distancing measures. This is not required in outdoor areas of Ekka such as the main arena, baby animal nursery, sideshow alley and kids’ carnival areas and many competition venues.

- INCREASED HYGIENE AND CLEANING MEASURES – There will be increased round the clock cleaning together with more than 300 hand sanitisation stations and hand washing facilities in place around the showgrounds. There will also be round the clock cleaning of high touch areas by specialised Hygiene Officers.

Mr Christou said ticket prices had been frozen in line with 2018 prices to ensure the show remains affordable for all, while special online discounts will mean prices for family tickets will be the cheapest in almost 15 years.

“It’s vital that ticket prices remain as low as possible, so people are encouraged to return to the Ekka or visit the Show for the first time,” he said.

“Great value discounts are available online together with special Super Saver days which will ensure the public can enjoy Ekka on any budget.”

2021 Ekka ticket prices

Ticket Type	Price
<u>Prices frozen – same prices as 2018</u>	
Adult Pass	\$35
Child Pass (5 to 14 years of age)	\$20
Little Ekka Pass (4 years of age and under)	Free
Concession Pass	\$25
Adult & Child Pass	\$45
Family Pass (two adults & two children)	\$80
Twilight Pass (entry after 4pm)	\$20
PLEASE NOTE – Ekka subscribers will get early access to tickets and enjoy discounts of up to 20% off these prices	
<u>Super saver pass</u>	
Extra 10% off the following days- Tuesday August 10, Thursday August 12 and the last Sunday of show August 15	
<u>Value Added Extras*</u>	
\$150 Discount Ride Card	\$120
\$100 Discount Ride Card	\$85
\$50 Discount Ride Card	\$45
\$50 Gourmet Plaza Discount Food & Beverage Card	\$45

Mr Christou said major events were rebounding and being held successfully.

“The public support for the recent Sydney Royal Easter Show makes the RNA very optimistic about this year’s Ekka,” he said.

“After an unprecedented 2020 we look forward to the people of Queensland coming back together again safely to celebrate our great state.”



ROYAL QUEENSLAND SHOW

MEDIA RELEASE

As announced in December 2020, this year's Ekka will open on a weekend in a new nine-day format running from Saturday August 7 to Sunday August 15.

Don't miss out, to buy tickets go to ekka.com.au sign up and enjoy special discount deals.

Don't forget to follow us on social media @TheEkka



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