

# WELCOME



We are buoyed to see growth in our competitions with entry numbers up by 20-40 per cent in several of the 60 competitions, with more than 20,000 entries in total.

It is also wonderful to see growth in the agricultural education sections, including the introduction of two new competitions aimed exclusively at school students – Greenhouse Innovators and the Greatest of All Time (G.O.A.T).

Everything starts with agriculture from the food we eat to the clothes we wear, and the RNA is proud to showcase, recognise and reward the vital role farming plays through the Ekka.

The Ekka Media Kit is the comprehensive guide to the 2024 Show, detailing the aforementioned, many new additions and highlights, plus the full daily program.

The RNA sincerely appreciates the media's coverage and we look forward to welcoming you to this year's Show.

David Thomas  
RNA President

Brendan Christou  
RNA Chief Executive



It's that time again as excitement builds for the 2024 Royal Queensland Show (Ekka) – the ultimate celebration of Queensland agriculture.

This year's Show will feature all the attractions people know and love – the animals, competitions, rides, showbags and the night show - EkkaNITES - featuring the Fireworks Spectacular.

This year there is a renewed focus on providing Ekka patrons with more hip-pocket relief in the form of discounts and value offerings.

For the first time in the RNA's 149-year history, all food vendors at the Show will have a special low cost item plus a value food and drink bundle on their menu.

The introduction of the new Ekka Tuck Shop provides more value with nothing over \$5, making for an easy and affordable way to feed the family.

The RNA is also bringing back last year's hugely popular two-for-one rides across both ride precincts from 9.30am to 10.30am each morning of Show.

This is in addition to the four special Super Saver Days of Show – Monday, Tuesday, Thursday and Friday – with tickets 20 per cent cheaper than weekends and the public holiday.

There are almost 380 different showbags on offer this year, including 67 new bags, with prices starting at \$2 and numerous options priced at under \$5.

The RNA, a not-for-profit organization, has also frozen the price of a family pass at \$88, as well as providing discounted ticket options in the lead-up to Ekka, where we are hoping to welcome 400,000 people.

Competitions are the heart of the Show and this year there are new classes across our Cooking, Preserves, Farriers and Blacksmith and Fashions on the Field competitions.

