

March 28, 2025

## More cash and gigs in Ekka country music competition

The prize pool on offer at the Royal Queensland Show's (Ekka) country music talent search keeps getting bigger, with the Ekka's Country Music Showdown delivering a greater cash prize and more paid gigs to the winners of this year's competition.

Entries are now open for the 2025 competition, which gives rising country music stars the chance to be discovered and to win a share of the massive prize pool which is valued at over \$70,000 this year.

The 2025 Country Music Showdown's overall cash prize has increased to \$3,000 and the Open Category winner will enjoy more paid performances than ever before with this year's introduction of a gig at the hugely popular Lefty's Music Hall in Brisbane, in addition to appearances at the Gympie Music Muster and Ekka 2026.

Musicians aged 12 years and over will compete in the ultimate talent search, with finalists performing two songs to Ekka crowds and a panel of industry judges, on stage at the XXXX Stockmen's Bar and Grill on Sunday 17 August.

There are two categories in the Showdown: Junior (ages 12-17 years) and Open (18+ years) and the 2025 cash and prize pool includes the Troy Cassar-Daley Scholarship to the Academy of Country Music in Tamworth; music video and website production services; a photo shoot package; musical equipment; and interviews and airplay on Kix FM.

Head of Ekka Entertainment and Education Tony Laffan said the Ekka was proud to be unearthing the next generation of country artists.

"We were delighted to see that the previous winner of both the Ekka Country Music Showdown's Junior and Open categories, Felicity Kircher, was recently named the 45<sup>th</sup> Star Maker at the 2025 Tamworth Country Music Festival – Australia's most prestigious country music competition," he said.

"Ekka is all about celebrating the best of Queensland and we've seen many talented artists emerge and start their careers off the back of this wonderful competition."

Think you've got what it takes? Then submit your video applications now at [www.ekka.com.au/entertainment-program/entertainment/country-music-showdown/#iwanttoenter](http://www.ekka.com.au/entertainment-program/entertainment/country-music-showdown/#iwanttoenter)

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2024 WINNER OF 9 INTERNATIONAL IAFE AWARDS





ROYAL QUEENSLAND SHOW

# MEDIA RELEASE

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