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Our Geitz the face of the Ekka

She is the face of netball and now she is the face of the greatest show on earth... the Ekka.

Our Captain Laura Geitz is the epitome of country meets city, growing up on the family farm in Allora, the netball super star said it was like being at the Ekka everyday.

“The Ekka resembles just what our back yard looks like and it is a good opportunity for the country to come to the city,” Geitz said.

While Geitz will not physically be at the Ekka this year due to national duties captaining the Australian Diamonds at the Netball World Cup in Sydney, she will be welcoming everyone to the Ekka each night before the big show. And she has some pretty big shoes to fill, taking over from Keith Urban.

A country girl at heart, who describes riding horses as her happy place, has fond memories of making the trip down to the Ekka as a kid.

“I remember year five at Allora state school we would do a trip to the Ekka, and my high school was involved in cattle,” Geitz said.

“My favourite memory going through the show bag lift-out and picking out a show bag.”

Geitz personally knows the struggles of living off the land and now with more than 80 per cent of Queensland drought declared she is a major supporter of the Ekka’s call to rally around our farmers at this year’s show.

“Unless you come from a rural background you don’t understand what the country lifestyle means and you don’t understand the struggles of making a living of the land,” Geitz said.

“The Ekka is where that lifestyle is put on show and it allows the city people to have an understanding of what a day in the life of a farmer looks like.”

“This is the time for everyone to get behind the bush and support them and that is a huge part of what we are in Australia and what the Ekka is about,” Geitz said.



RNA Chief Executive Brendan Christou said the Ekka was all about bringing city and country together to showcase, advocate and celebrate agriculture.

“We are thrilled to have Laura’s involvement in the show, she is a great Queenslander, a true champion and she understands what life on the land is all about,” he said.

“She is a champion both on and off the court and she is inspiring the next generation to display that great Queensland spirit of resilience and determination.

“Her special welcome message to the 20,000 people who will pack the Main Arena at Ekka each night will call upon us all to celebrate agriculture and support our farmers doing it tough.”

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