

30 June 2026

www.murwillumbahshow.com.au



NEWSLETTER

TWEED RIVER AGRICULTURAL SOCIETY (TRAS)

T/AS THE MURWILLUMBAH SHOW



Feature Story

Sponsorship Murwillumbah Show

The Tweed River Agricultural Society is seeking sponsorship support for the 2026 Murwillumbah Show.

Staging the Murwillumbah Show costs almost \$200,000 annually. And these costs, like your cost of living is rising.

Under the leadership of our new president Sandra Hawken we are taking steps to ensure we provide the maximum exposure and return for your sponsorship investment. The show wouldnt survive without community support and we thank those businesses that chip in and help make the Tweed Shires undisputed premier event just a little more special. We have been contacing businesses over the last 2 weeks with many more to go.

If you want to jump and and provide sponsorship rather than awaiting the request please email the secretary Andrew Eppelstun - secretary@murwillumbahshow.com



The Murwillumbah Show depends on our major sponsors who contribute year after year. They selflessly give and ensure this event can continue. We ask those who support the show to support our sponsors. In fact if you catch the secretary wearing anything other than a Bisley shirt from Work and Country Gear at show time he owes you \$50

Sponsor spotlight

I'm new to the secretarial business, and I have to admit this has been a huge learning curve. In the 31 years I did with the NSW Police I never asked for sponsorship. It was frowned upon.

So it was a big moment for me when I got my first positive response to my emails and I'd like to thank Mick and the team at Cheapa Auto Spares for being the first in. You are champions and we thank you.

Andrew Eppelstun
Secretary





NEWSLETTER

THE PRESIDENTS MESSAGE

It's been a busy time in the secretary's office this month, with ongoing planning for the 2026 Show taking place. One of the exhibits we have engaged is a bullock team of twelve that will demonstrate how timber and supplies of all descriptions were transported around our district when roads were dirt tracks or non-existent. Along with other attractions and musical entertainment, currently being finalised, there will be a treasure hunt and fancy dress for children, plus our usual community favourites of the Rodeo, FMX bikes and fireworks.

The Murwillumbah Show is unique. Not just because it showcases our exceptional area with its beautiful environment, different agricultures, businesses and creative talents, but also because it is only one of two shows in NSW that showcases both fat cattle and sugar cane. We are also one of the shows that attracts world class axemen to the Woodchop events, as well as being listed in the top ten Shows in the state, by AgShows NSW.

The Pavilion Schedule is almost complete and will be available online in coming weeks. This year we have new Pavilion sponsors who will provide prize money for junior art and craft sections and photography. The local branch of the NSW Farmers Association has pledged monetary prizes for the photography section titled, 'The Heart of Agriculture in the Tweed'. Prizes include First place, \$200 for the Open class, \$100 for the Under 18s and \$50 for the Primary aged photographer. So, get your cameras out and capture the beauty of our local farming community. You never know – you might be the winning photographer.

In addition to our regular pavilion sections, we are planning a competition titled 'Fowl Friends'. This new section invites people of all ages to create a barn-yard bird or farm-yard fowl from any material they choose. These beautiful creations will be put on display in an unused area of the Poultry Pavilion and we look forward to seeing the range of exhibits that our community creates.

The dedicated team of volunteers on the Tweed River Agricultural Society's board are planning a fabulous Murwillumbah Show so keep Friday 30 and Saturday 31 October free in your diaries so you can join us.

In addition to the organisation of the Murwillumbah Show, we have resumed the monthly Showground markets. These are held on the fourth Sunday of the month. The number of stalls each month continues to grow with plenty of different items for sale, from beautiful handicrafts, bric-a-brac, pre-loved homewares and clothes, as well as coffee and food vendors.

Each month we invite a charity organisation to conduct a BBQ to raise funds for their group's special purpose. If you are interested in holding a stall at the markets or conducting a BBQ fundraiser, please contact vendor@murwillumbahshow.com for more information. Our next market is Sunday 26 July and gates open at 8.00am.

Please consider joining the Show organising team, becoming a sponsor or volunteering when the Show is in full swing. Also, let us know if you have any feedback or suggestions by contacting the Secretary via secretary@murwillumbahshow.com

Warm regards
Sandra Hawken

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YOUNG WOMAN OF THE YEAR

The Young Woman of the Year competition is back, celebrating young women as leaders, contributors and the future of agriculture.

While these competitions were once known as Princess or Showgirl contests, today the focus is firmly on leadership, community involvement and the many ways women contribute to rural industries.

The Tweed River Agricultural Society is committed to bringing young people with fresh ideas onto our board and committees, and this program is an important pathway.

We are calling for nominations from across the rural sector. You don't need to come from a farming family—only one of our three winners (post covid) has. Whether you work in rural supplies, veterinary services, machinery, agribusiness, artisan food production or another agricultural field, we'd love to hear from you.

Participants receive mentoring, public speaking and interview training, and support throughout the competition. It's a rewarding experience, a chance to build confidence, and plenty of fun along the way.

To add to that we still run a Junior Showgirl alongside the Young Woman of the Year, and to demonstrate the importance of these competitions last years Junior Showgirl (Ava Kirby) is a big voice for our junior committee and a champion for bringing new low cost exhibits for families to the 2026 Murwillumbah Show.



Ava Kirby - 2025 Junior Princess is now a member of the Junior Committee of Tweed River Agricultural Society and is championing the cause of bringing inexpensive family entertainment and activities to the 2026 Murwillumbah Show



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NEWSLETTER

TWEED BUSINESS AWARDS

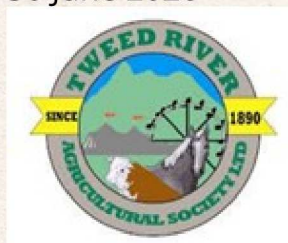
Congratulations to the Murwillumbah Showground for being acknowledged as a finalist in the Tweed Business Awards category for Outstanding Community Organisation.

The Outstanding Community Organisation Award recognises an organisation that works to improve the social, cultural, or environmental wellbeing of the community, and our Murwillumbah Showground certainly does so in numerous and varied ways, including hosting the Murwillumbah Show.

Belinda Grace represented the Showground Land Managers at the Awards ceremony on Friday 26 June and was thrilled to receive the Highly Commended Award.

Well done, Belinda!





NEWSLETTER

BRING BACK THE BANANA?

An interesting discussion took place at the Tweed River Agricultural Society this week after the Douglas family generously donated a collection of historic trophies.

The standout is one of our own: the Tweed River Agricultural Society trophy for the Champion Bunch of Bananas at the 1941 Murwillumbah Show, awarded to C. Douglas of Chillingham. It predates the much-loved Murwillumbah Banana Festival, which concluded after the 2018 event.

The trophy sparked a fascinating look at the history of banana growing in the Tweed. During the 1950s, the Shire had around 30,000 acres under bananas. Today, fewer than 500 acres remain—less than 2% of the industry at its peak. Competition from Queensland's large, frost-free plantations gradually reshaped the local industry.

The story is similar in dairying. Once numbering in the hundreds, the Tweed now has just six registered dairy farms. Yet agriculture continues to adapt. Businesses such as Tweed Valley Farmhouse Cheeses demonstrate the value of adding experiences to primary production, while distilleries, breweries, aquaculture and artisanal food producers reflect the region's evolving agricultural landscape. So Bananas won't be making a comeback, other than as a display, but once upon a time they were truly the kingpin of the Tweed Valley.

These trophies remind us that while farming changes, the Tweed River Agricultural Society has been there through it all, celebrating the people and industries that shape our region.

Our sincere thanks to Jeff and Judy Douglas for preserving and donating these remarkable pieces of Tweed history.



Okay, it is hard to read and I've only ever taken one decent photograph in my life. It says

TRAS

*Champion Bunch
Bananas of Show*

*C Douglas
1941*



This is much easier to see. Jeff Douglas (born and bred here) presents two magnificent old trophies to Sandra Hawken (TRAS President)



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NEWSLETTER

CELEBRATING AG SHOWS 2026

AgShows NSW conducts an annual conference each year to celebrate the many agricultural show societies across the state, connect with others and learn different strategies for conducting a fabulous show. This year, it was decided to host the conference completely online. Many regional show societies hosted in-person 'watch parties' where people watched the conference together and discussed the issues it raised.

The 2026 Ag Shows Conference this year was held on Saturday 20 June and several of our board members 'attended' our own 'watch party' in the Presidents Room.

Her Excellency the Honourable Margaret Beazley AC KC, Patron of AgShows NSW, officially opened the conference, while Vice Patron, The Hon. Tara Moriarty MLC gave a message of support.

Two of the highlights of the Conference were presentations by Steve Langton from Chairs Global, and Louise Cook, General Manager of Surf Lifesaving NSW. Steve's presentation was titled 'Another Day in Paradox' and focussed on maintaining traditions at the same time as renewing for the future, while Louise spoke about building strong volunteer communities. Both presenters suggested ideas worth exploring.



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NEWSLETTER

ODDS AND ENDS...

NSW Farmers Photography competition

Calling photographers young and old to participate in a new photography competition, capturing the heart of agriculture in the Tweed. The local branch of the NSW Farmers Association has pledged monetary prizes for the photography section titled, 'The Heart of Agriculture in the Tweed'. Prizes include First place, \$200 for the Open class, \$100 for the Under 18s and \$50 for the Primary aged photographer. Registration will be found online via the Murwillumbah Show website once schedules open in coming weeks, but why not start looking for the optimum shot now to secure the winning prize.

Fowl Business at the Show

This year we are inviting members of the community to create their own version of a barn-yard bird or farmyard fowl. The feathered friend, chicken, duck, turkey, goose etc, could be knitted/crocheted, crafted from wood, or fabric, clay and feathers, or any material or combination of materials, but needs to be able to fit inside a bird cage with an approximate size of 30cm x 40cm x 40cm.

Registration for this new section is not currently available but will be found on the Murwillumbah Show website when schedules are open in coming weeks. However, now is the time to get your thinking caps on and your creative minds working to design and make a unique 'fowl friend'. Exhibits can be entered in the Open, under 18 or Primary School sections, and judging will consider quality of construction and creativity.

****Bear in mind the show falls on halloween****

Memberships

Memberships for 2026 are now closed. The membership opportunity for 2027 will open in January 2027.. Thank you to all the locals who have renewed their membership for 2026 or joined for the first time. It's great to have your support.



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Tweed Valley

