



FOR IMMEDIATE RELEASE

Press Release: Brunswick Show 2025 – A Great Family Day Out!

Brunswick Show 2025 – Arts, Agriculture, and Action Collide in the South West

The countdown is on for the Brunswick Show, returning on Saturday 25 October 2025 with a spectacular line-up of agricultural attractions, entertainment, and community spirit. Gates swing open at 8:30 am for what promises to be one of the most dynamic and memorable events in the show's proud history.

Set in the heart of WA's South West farming country, the Brunswick Show is one of the region's largest one-day agricultural events, attracting thousands of visitors each year. In 2025, the show will embrace the theme "Showcasing Arts and Culture", celebrating not just the agricultural excellence that defines the region, but also the creativity, talent, and heritage that give it soul.

Showgoers will wander through pavilions bursting with vibrant art displays, intricate handmade crafts, and photography that tells the story of the region. Live performances will capture the sights and sounds of rural life, while the Meating Marquee brings farm-to-table excellence to the fore, with culinary demonstrations and local produce tastings. It's a celebration of community, creativity, and culture, woven together in one unforgettable day.

Brunswick Show President David Power says the 2025 event will offer more variety than ever before. "The Brunswick Show has always been about celebrating who we are – our farmers, our creators, our families, and our traditions. This year we're adding new experiences that will surprise and delight, while honouring the agricultural heart that beats at the centre of our community. From the Battle of the Butchers to the fireworks finale, there's every reason to make a day – and night – of it."

Whether you come for the animals, the adrenaline, the artistry, or the food, the Brunswick Show offers a true slice of country life with a modern twist. With so much to see and do, visitors are encouraged to arrive early, explore, and soak up the atmosphere from morning until the last firework fades.

Event Details:

When: Saturday 25 October 2025

Where: Brunswick Agricultural Grounds, Brunswick Junction, WA

Gates Open: 8:30 am

For ticket information, program updates, and sneak peeks, visit www.brunswickshow.com.au or follow the Brunswick Show on Facebook and Instagram.

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FOR IMMEDIATE RELEASE

Press Release: Brunswick Show 2025: A Celebration of Agriculture, Arts, and Culture

The South West's biggest one-day agricultural event is back – the Brunswick Show will light up the region on Saturday, 25 October 2025, with a jam-packed program of family fun, rural tradition, and cultural celebration.

This year's theme, "Showcasing Arts and Culture", highlights the vibrant blend of creativity and rural heritage that makes the Brunswick Show a true community favourite. Visitors can expect everything from cattle judging competitions, working sheep dogs, and agricultural displays, to arts showcases, cultural performances, and live music.

Crowd-pulling highlights include:

- The inaugural Battle of the Butchers – a thrilling, knife-to-knife showdown of skill, speed, and style.
- Cattle judging and agricultural displays.
- The Lotterywest & Alcoa Drone Show – a dazzling night-time spectacular lighting up the Brunswick skies for the very first time.
- The heart-stopping South32 Fireworks Finale.
- Motocross demos, bucking bulls, sheep dog trials, and the much-loved Lions Animal Nursery.
- A full day of free family entertainment, sideshow alley fun, food vans, trade displays, and the ever-popular Beverage Barn.

Brunswick Show President, David Power, said this year's event is about more than entertainment – it's about celebrating community. "The Brunswick Show has always been about bringing people together. In 2025 we're proud to shine a spotlight on both our agricultural roots and the incredible creativity within our community. It's a great day out for the whole family."

The Brunswick Show attracts thousands of visitors every year and remains a much-loved tradition in the South West calendar. From the Grand Parade in the afternoon to the dazzling sky shows after dark, there's something for everyone to enjoy

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FOR IMMEDIATE RELEASE

Brunswick Show Launches First-Ever Drone Light Show at the Event

The Brunswick Agricultural Show is set to dazzle in 2025 with its biggest night-time finale yet — a spectacular combination of fireworks and a drone light show, proudly presented by Alcoa and Lotterywest.

For the first time in the Show's history, the Brunswick skies will be lit up not only by the much-loved South32 Fireworks, but also by a cutting-edge drone light spectacular. The two shows will combine to create a breathtaking visual experience, blending tradition with innovation in a way that's never been seen before at Brunswick.

Brunswick Show President, David Power, said this exciting addition marks a new era for the much-loved community event.

"The fireworks have always been a highlight of the Brunswick Show, but in 2025 we're taking it to the next level with a stunning drone and light display. It's something unique for our community and will be a moment to remember for years to come."

The drone and fireworks finale will follow a massive day of entertainment and tradition, including the Grand Parade, Battle of the Butchers, agricultural competitions, cultural performances, motocross action, working sheep dogs, sideshow alley, and free family fun across the grounds.

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FOR IMMEDIATE RELEASE

Clarabelle the Cow Returns for Charity Auction at Brunswick Show

She's back! The Brunswick Show's most loveable bovine, Clarabelle the Cow, will once again take centre stage in 2025 for the annual Clarabelle Charity Auction.

Each year, Clarabelle captures hearts as she's auctioned off to raise vital funds for a charitable cause. This year, proceeds from the auction will go towards supporting groundbreaking research into Healthy Ageing conducted by the Health Futures Institute at Murdoch University, making every bid count for the community.

Brunswick Show President, David Power, said the Clarabelle Auction has become one of the Show's most cherished traditions.

"Clarabelle isn't just a crowd favourite – she symbolises the community spirit of the Brunswick Show. Every bid helps us give back and support a worthy cause, and we're always amazed by the generosity of our community."

The initiative, led by the Centre for Healthy Ageing, explores why some Australians aged 80 and above are able to maintain strong cognitive health despite common risk factors for dementia and Alzheimer's disease. The project, titled "Investigating resilience to age-related decline in cognition and function in Australia's oldest old: The 80+ Study", is spearheaded by Lead Investigator Professor Hamid Sohrabi. Researchers hope to uncover the biological, psychological, and lifestyle factors that protect against decline, paving the way for future prevention strategies and improved quality of life for older adults.

Brunswick Agricultural Society President David Power said the cause was one that would resonate across the community. "Almost every family has been touched in some way by dementia or age-related decline. By supporting this research, the Brunswick Show is helping to shine a light on work that could change the future for older Australians," he said.

The Clarabelle Auction will take place at 2:00pm in the Main Arena, where crowds gather to cheer, bid, and celebrate the joy of giving.

The auction is part of a huge day of entertainment, including the Battle of the Butchers, agricultural competitions, motocross shows, cultural dance performances, working sheep dogs, sideshow alley, and the spectacular evening finale of the Alcoa and Lotterywest Drone Show followed by the South32 Fireworks.