



# PARADE CONDITIONS AND APPLICATION

FOR:

**FLOAT, MARCHING/WALKING GROUP AND CREATIVE VISUAL CHARACTER  
ENTRY**

Now in its 68th year, the Toowoomba Carnival of Flowers continues to prosper and delight visitors and residents each Spring.

Proudly sponsored by Grand Central, it's the only fresh floral parade of its kind in Australia, it features floral floats, colourful characters, entertainers, local and visiting bands and other visual elements – this vibrant street celebration is not to be missed!

The 2016 Grand Central Floral Parade was enjoyed by more than 100,000 spectators who lined the city streets to enjoy the colour, movement, music and fanfare of this unique and much loved event.

This year, the Parade promises to be equally as enjoyable so be sure to be involved in this spectacular display of community spirit and personality. Remember, your participation is limited only by your imagination!





## **EXPECTATIONS & COMMITMENTS**

### **What TOOWOOMBA CARNIVAL OF FLOWERS will do:**

- Assess whether an Entrant and their entry aligns to the published criteria and core values of the Parade
- Assess an Entrant on their creative concepts and production standard
- Consult with Entrants to realise their creative potential
- Work with an Entrant to maximise the impact to the audience
- Work towards delivering a Parade that is designed to inspire, excite and captivate audiences
- Communicate clearly and apply the same measures and treatment to all entries, including discussing any issues with your entry
- Identify any elements that may require expert advice
- Respond to queries in a timely manner

### **What TOOWOOMBA CARNIVAL OF FLOWERS won't do:**

- Allow political messages
- Allow illegal activities or ambush marketing
- Allow messages that discriminate or may cause harm to others

### **What TOOWOOMBA CARNIVAL OF FLOWERS expects from ENTRANTS (YOU!):**

- Participate and be open to consultation with the TCOF creative team
- Adhere to criteria, sponsorship, operational guidelines and instruction before and on Parade day
- Honour your agreement with us; your parade entry is what you said it would be
- Attend compulsory briefings such as the Entrant Briefing Meeting
- All entries should set a high artistic standard with extreme use of floral aspects
- The Parade is a celebration that is nationally renowned and belongs to a creative and vibrant community. All entrants are expected not just to take part, but to contribute to the artistic and floral goals of the parade and help create an event with an extremely high standard.
- Show respect, listen and follow requests from TCOF staff and volunteers.
- TCOF is committed to increasing the standard and visual spectacle of the Floral Parade each year, to make this happen we rely on the participation and efforts of entrants to strive to enhance the overall look of the Parade year in year out.

Please note: The Parade is designed as a safe space for participants from all walks of life. Any inappropriate behaviour will not be tolerated and will result in an entry being removed from participating in the Parade prior to the start of the Parade.

## **PARADE THEME**

### **The Carnival Comes to Town**

### **Laugh, Play, Hooray!**

Refer to parade information booklet for full criteria.



## ENTRY CRITERIA

### Corporate Float

A visual display on a self-propelled float or towed by a decorated vehicle entered by any commercial business decorated with 50% or more fresh floral and living matter. Corporate floats are limited to one sign for advertising.

### Community Float

A visual display on a self-propelled float or towed by a decorated vehicle entered by community-based clubs, associations or groups decorated with 50% or more fresh floral and living matter. Evidence of group's Charitable Status or Incorporation must be included with application.

### Visiting Float

Float entry from outside the immediate Toowoomba Regional Council area entered by other festivals, cities, councils or countries. A very strong element of fresh floral theming must be added to the float entry in the spirit of the event.

### Marching/Walking Group

Open to community or corporate walking groups, precision marching groups and local, national and international groups attired in traditional dress or costume. Walking groups must be in themed costume of traditional dress and incorporate fresh floral elements into their entry.

### Creative Visual Entry

Open to individuals or groups, entries in this category must use colour, innovative materials, creative theming and/or performance to create a distinct visual impact within the Parade. **This is not available for commercial vehicle entries.**

## PARADE FLORAL MARKET

At the conclusion of the Parade at Queens Park, an outdoor floral market will be held on Godsall Street Oval until 5.30pm, when floats must then be removed from the premises. All Proceeds will benefit the Toowoomba Carnival of Flowers Community Grant Funding. All Floats are asked to participate by selling their potted flowers and / or cut flowers to the public. If you have received potted flowers free of charge from the Council Nursery, we ask that you sell these pots of flowers for a gold coin donation. Funds need to be delivered to the Carnival office in the week following the event, in an envelope with the group name and amount written on the front (Level 1 James Cook Centre, 147 Herries Street, Toowoomba).

## APPLICATION ASSESSMENT

The Toowoomba Carnival of Flowers office must receive all expressions of interest to participate by 5:00pm Monday 24<sup>th</sup> April 2017. No Entries will be considered after this date.

As there are limited number of spaces available for participants in this year's Parade, submitting an expression of interest does not mean automatic acceptance. Upon receiving your fully completed form and attached documents, the Toowoomba Carnival of Flowers Floral Parade Creative Team will decide your eligibility. Your acceptance will be determined by your entry description, supporting information and the ability to meet the entry criteria and Parade conditions of entry. All applications will be assessed and successful applications notified by Thursday 4 May 2017.



## **GRAND CENTRAL FLORAL PARADE CONDITIONS OF ENTRY**

The following conditions of entry apply to all Grand Central Floral Parade entrants:

- The entrant and its employees, agents and invitees (“entrant” or “entries”) participate in the Parade at their own risk.
- Entries must observe all applicable rules and regulations and follow all instructions from police or Parade officials. The Toowoomba Carnival of Flowers Floral Parade Creative Team or their representative reserves the right to remove any entrant from the Parade that does not comply with the Parade conditions of entry.
- All entries must be approved by the Toowoomba Carnival of Flowers Floral Parade Creative Team at its sole discretion. Accepted entries will receive written notice.
- All entries must be able to maintain a Parade speed of 8km per hour.
- The maximum float width allowed is 3 metres. The maximum height allowed is 4.5 metres from ground level. Semi-trailers are not permitted in the Parade.
- No children under the age of eight (8) will be allowed to walk in the Parade without prior approval from the Toowoomba Carnival of Flowers Floral Parade Creative Team.
- All individually costumed characters must be accompanied by an appropriately costumed minder at all times.
- Your assembly area and assembly time will be forwarded to you in a separate letter/email.
- Material may not be handed out along the Parade route. Distribution of candy, gifts, merchandise, literature or other material along the route is strictly prohibited.
- Soliciting for money/donations is strictly prohibited.
- Marching entries are permitted forward manoeuvres ONLY. A spacing of 15 metres between each entry will be enforced. All entries are required to close the gap between participants when asked by Parade officials.
- Parade participants may not mingle and must remain clear of parade route spectators.
- Floats and other entries advocating, opposing or depicting any political, religious or social issues are subject to approval by Toowoomba Carnival of Flowers Floral Parade Creative Team or their representative.
- Alcoholic beverages are strictly forbidden on any float, in any vehicle or on the person of any participant. Participants consuming alcohol prior to or during the Parade will be removed from the line-up and will not be allowed to participate in the Parade.
- No additional vehicles and/or persons (including, but not limited to cars, vans, scooters and marchers) will be allowed to accompany floats or marching units, unless deemed essential by the Grand Central Floral Parade Creative Team.
- The Toowoomba Carnival of Flowers Floral Parade Creative Team or their representative reserves the right to withdraw any entry where costuming or performance or floral theming does not meet Parade conditions of entry or does not conform to the standards of reasonable public taste.
- Entries that do not appear on parade day without prior notification to the Carnival office, or do not comply with the conditions of entry will jeopardise their future invitations to the Grand Central Floral Parade.
- Entries that do not appear on Parade day without prior notifications to the Carnival office, or do not comply with the conditions of entry, will forfeit all entry fees and will be required to repay all grant monies in full (where applicable).



- The Toowoomba Carnival of Flowers Floral Parade Creative Team does not accept responsibility or liability for travel expenses, food or lodging of any entry.
- Entries promoting post-parade performances, celebrity appearances and/or events are subject to approval by the Toowoomba Carnival of Flowers Floral Parade Creative Team or their representative.
- Maximum of 30 walkers per group. Those found with more than the agreed number of walkers on the day, will be asked to reduce their numbers – to avoid disappointment on the day, please adhere to this rule. All walking groups must keep a continued speed, no stopping is allowed for any performance, display or photo opportunity.
- The following items are not allowed on the Parade Route or start area: fire, open flames, pyrotechnics (fireworks), sparklers, weapons or imitation weapons, water pistols, lasers, hazardous or flammable goods and goods prohibited by law.
- Participants will be required to provide a copy of their public liability insurance of at least \$10 million indemnifying Toowoomba Regional Council and the Toowoomba Carnival of Flowers Floral Parade Creative Team for all claims for personal injury and damage to property arising out of the event.
- The Toowoomba Carnival of Flowers Floral Parade Creative Team decisions regarding all entries are final and no correspondence will be entered into.
- Advertising material to be kept to one sign per entry, this includes walkers holding signage and floats adding signage.
- **PLEASE NOTE – New Condition:** it is mandatory that all entrants provide a photo of their completed entry by 5pm Sunday 10<sup>th</sup> September (minus any fresh floral aspects) to [emily@teamlacey.com.au](mailto:emily@teamlacey.com.au) to ensure creative criteria is being met. The Toowoomba Carnival of Flowers Floral Parade Creative Team has the right to cancel parade participation if the criteria are not adhered to. Any entries that are not meeting criteria will have 3 days to amend entry to meet criteria or will forfeit their position in the parade.

#### FURTHER INFORMATION...

If you have any questions about participation in the Grand Central Floral Parade, please contact:

Toowoomba Carnival of Flowers

PHONE 07 4688 6661

EMAIL [info@tcof.com.au](mailto:info@tcof.com.au)

**WE LOOK FORWARD TO SEEING YOU AT THE 2017 FLORAL PARADE**



**PLEASE COMPLETE THE FOLLOWING FORM TO ENTER THE GRAND CENTRAL FLORAL PARADE**

**APPLICATIONS CLOSE WEDNESDAY 24<sup>th</sup> APRIL 2017**

All applications will be assessed and successful applicants notified by Thursday 4 May 2017.

The Toowoomba Carnival of Flowers Floral Parade Creative Team's decision is final and no correspondence will be entered into.

Email to Toowoomba Carnival of Flowers [info@tcof.com.au](mailto:info@tcof.com.au)

Post to Toowoomba Carnival of Flowers, PO Box 3021, Toowoomba Qld 4350

**ENTRANT DETAILS:**

Name of Company / Organisation	
Postal Address	Postcode
Phone B/H	Mobile
Contact Name	
E-mail	
Each entry is requested to supply the name of a volunteer parade Representative who will be required to attend a briefing meeting. Other volunteers, Marshalls and helpers are also welcome.	
Representative's Name	
Phone	Mobile
Email	
(Carnival Character only) Name of Minder	

**ENTRY FEES:**

Please tick the category you are entering

<u>CATEGORY</u>	<u>FEE</u>	<input checked="" type="checkbox"/>
CORPORATE FLORAL FLOAT	\$75.00	<input type="checkbox"/>
COMMUNITY FLORAL FLOAT	\$55.00	<input type="checkbox"/>
VISITING FLOAT	\$55.00	<input type="checkbox"/>
MARCHING / WALKING GROUP	\$30.00	<input type="checkbox"/>
CREATIVE VISUAL ENTRY	\$30.00	<input type="checkbox"/>

**PAYMENT**

No payment is to be made with this application. Details will be forwarded to you upon acceptance.



**ENTRY DETAILS**

Description of Entry:  <i>Note: This detail is passed on to the Grand Central Floral Parade Creative Team who are responsible for determining which applications are accepted.</i>	
<p><b>Please attach a sketch of your float/entry. Photos of costumes highly recommended.</b>  <b>ENTRIES WILL NOT BE CONSIDERED WITHOUT A DESCRIPTION AND BASIC SKETCH.</b></p>	
Will your entry have Amplified Music?	<input type="checkbox"/> Yes <input type="checkbox"/> No      If YES - how will this be amplified?
Will your entry be Self-Propelled? <i>Note: Semi trailers are not permitted</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No      If NO – what type of tow vehicle will be used?
Total Length of float/entry (incl tow vehicle)	
Width of float/entry	
Overall Height from ground level	
Number of walkers in entry (if applicable)	
Do you hold Public Liability insurance?	<input type="checkbox"/> Yes (Please attach copy) <input type="checkbox"/> No



**COMMUNITY ENTRIES ONLY**

COMMUNITY FUNDING SCHEME: If you are entering as a community participant you must **provide a copy of your group’s Charitable Status or Incorporation.** (Community-based clubs, associations, groups and not-for-profit organisations only. NOTE - applications will be accepted up to 4<sup>th</sup> May 2017)

Please indicate if you have attached an application form for a community parade grant

Yes  No

POTTED FLOWERS: Please indicate if you would like to receive potted flowers  Yes  No

Type	
Colour	
Amount/Number	

\*Type and colour will be discussed at creative workshops if you are unsure of requirements

**ACKNOWLEDGEMENT AND ACCEPTANCE BY THE ENTRANT:**

I/We have read and understood this application and the separate Parade information booklet and acknowledge and accept that:

- (a) Neither the Toowoomba Regional Council (“Council”), Toowoomba Carnival of Flowers Floral Parade Creative Team its appointed parade organisers, sponsors will provide any Public Liability insurance protection with regards to my/our participation in the parade; and
- (b) I/We am/are required to obtain Compulsory Third Party insurance and Department of Transport permits for all unlicensed floats and vehicles; (where applicable) and
- (c) I/We am/are required to obtain Police Permit for unregistered vehicles; (where applicable)
- (d) Distribution of items or soliciting of funds is NOT PERMITTED DURING THE PARADE (please refer to conditions of entry).
- (e) I/We acknowledge and accept the conditions of entry as outlined in this application.
- (f) I/We agree that participation in the parade is solely at my/our own risk; and
- (g) I/We agree that I/we am/are solely liable for and indemnifies and saves harmless Council and the Creative Team from and against all liability, actions, claims, penalties, damages and expense that may be incurred by or brought against or made upon Council in relation to the entrant’s participation in the parade except where such liability, actions, claims, penalties, damages and expense arise out of a negligent act or negligent default of Council, its employees or its agents.
- (h) I/we agree that Council are permitted to take photographs and footage of our participation in the parade. These images may be reproduced for future parade promotional purposes.
- (i) I/we agree to provide a photo of our completed entry by 5pm Sunday 10<sup>th</sup> September to [emily@teamlacey.com.au](mailto:emily@teamlacey.com.au)

Name			
Company/Organisation			
Signature		Date	





## COMMUNITY FUND APPLICATION

The Toowoomba Carnival of Flowers Floral Parade Creative Team will, at its discretion, award a limited number of donations of up to \$1,000 each to not-for-profit organisations that participate in the Grand Central Parade. These funds will be awarded to those applicants that can best demonstrate how they would improve and enhance their Parade entry. The additional funds will be able to assist them to meet the Parade's fresh floral criteria.

Only those not-for-profit organisations that have completed this application will be considered for this funding.

### **WHO IS ELIGIBLE to apply for this funding:**

- Not-for-profit organisations including community-based clubs, associations and groups that participate in the Parade.

Please note: Commercial businesses will not be eligible.

### **CONDITIONS:**

1. Funding will be awarded on the condition that the successful applicant agrees to work with the Grand Central Floral Parade Creative Team to develop the successful applicant's Parade entry. This may also entail the applicant attending a Toowoomba based workshop and/or meeting with the Creative Team.
2. The funds are to be spent only in the approved manner.

### **ENQUIRIES:**

If you have any questions regarding your eligibility or the funding application, please contact Emily Bennett on 07 3356 6810 or email your enquiry to [emily@teamlacey.com.au](mailto:emily@teamlacey.com.au)

### **ADHERENCE TO CLOSING DATE:**

Applications received after **4<sup>th</sup> MAY 2017** will be accepted solely at the discretion of the Toowoomba Carnival of Flowers Parade Creative Team.

### **APPLICATION ASSESSMENT:**

All applications will be assessed and successful applicants notified by 11<sup>th</sup> May 2017. The Toowoomba Carnival of Flowers Floral Parade Creative Team's decision is final and no correspondence will be entered into.



**PLEASE COMPLETE THE FOLLOWING FORM TO APPLY FOR A COMMUNITY FUND  
THIS FORM MUST BE RETURNED BY 5.00PM, 4th MAY 2017 TO:**

EMILY BENNETT  
 Grand Central Floral Parade Creative Team  
 Team Lacey Consultancy (TLC)  
 24 Jeffery St, Wilston QLD 4051  
 emily@teamlacey.com.au

Name of Not-For-Profit Organisation	
Postal Address	Postcode
Phone B/H	Mobile
Contact Name	
E-mail	
<b>FUNDING AMOUNT REQUESTED</b>	
\$ _____ (Please note: funds will be awarded up to a maximum of \$1,000)	
Please provide a detailed description and an item by item budget breakdown, along with written quotes, (where possible) as to how the funds will be utilised to enhance your entry and assist you to meet the Parade's fresh floral criteria.	
<i>Item</i>	<i>Amount \$</i>
<b>TOTAL \$</b>	

Name			
Position in the Organisation			
Not-For-Profit Organisation/Group			
Signature		Date	