

GRAND CENTRAL



**GRAND CENTRAL
FLORAL PARADE**

16 SEPTEMBER 2023

ENTRANT INFORMATION BOOKLET

Now in its 74th year, the Grand Central Floral Parade continues to prosper and delight visitors and residents each spring. An integral event of the Toowoomba Carnival of Flowers, the Parade is proudly sponsored by Grand Central; It features floral floats, colourful characters, entertainers, local and visiting bands and other visual elements – this vibrant street celebration is not to be missed!

This document is purposed to help you understand the Parade entry process and provide support to participate in this iconic Toowoomba event!

Please make sure you read through this information thoroughly and share with any other participants or community group members so everyone can understand the requirements and regulations of applying for the Grand Central Floral Parade.

A number of changes have occurred for this year's Parade, so it is imperative that everyone understands their role and adheres to these rules.

WHAT YOU NEED TO KNOW

WHO CAN ENTER

The iconic Grand Central Floral Parade is fun and rewarding. Almost anyone can get involved including workplaces, social and community groups, local performers, artists and musical groups. Be part of it!

There are 2 ways you can participate:

1. The main event - 74th Grand Central Floral Parade (16 September 2023, 10am)
2. Itty Bitty Grand Central Floral Parade (available only to Primary Schools, Disability/Inclusion Support Organisations, Not-For-Profit Organisations and Aged Care Facilities/Homes, displayed in Grand Central Shopping Centre from 16 September to 2 October 2023)

WHAT DO I NEED TO DO FIRST

Step 1: Read through this information booklet! Outlined are the entry requirements and how you can access the support available to have a high-quality entry showcasing your business, group or community.

Step 2: Have an appointment with the Creative Team; they will help you plan how your entry can best represent your brand, mission and purpose while fulfilling the Parade theme. Call 4688 6661 to secure your appointment time – they can be face to face or via Zoom.

Step 3: Fill in the entrant application form and return to Toowoomba Carnival of Flowers.

Step 4: Toowoomba Carnival of Flowers will contact you to advise if your application has been accepted.

Step 5: Successful applicants will be provided with additional information regarding permits and regulations specific to your entry depending on what vehicles, structures etc. will be included in your entry.

Step 6: The Creative Advisor will be in contact to assist with fulfilling the creative requirements.

Step 7: Purchase materials and resources and commence building your float.

HOW TO ENTER

Attend your appointment with the Creative Advisor and then complete the application form, attached at the back of this document or download from www.tcof.com.au and submit to:

Toowoomba Carnival of Flowers

Email: info@tcof.com.au

Snail Mail: PO Box 3021, Toowoomba QLD 4350

Closing Date: Thursday 20 April 2023, 2pm.

All applications will be assessed, and successful applicants notified no later than Thursday 04 May 2023.

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

KEY CONTACTS

Parade Creative Advisors

Shiny Happy Art

Anna Battle & Mary-Kate Thomson | Email: carnival@shinyhappyart.com

Contact regarding support for the design and creation aspects of your Parade entrance.

Entrant Assistance

Lisa Walker

Events Team - Toowoomba Regional Council

Ph 4688 6661 | Email: info@tcof.com.au

Key contact for support with applications, questions and any queries of your participation in Parade.

Event Manager

Kate Scott, Coordinator – Events Toowoomba Regional Council

Ph 4688 6661 | Email: info@tcof.com.au

Coordinates event.

WHEN YOU GET THE OK TO COME AND PLAY

Once your application has been received and accepted, you will be contacted to confirm your participation in the Parade. At this time, you will also be provided with further detailed information relating to Parade day, marshalling times and locations.

PARADE PARTICIPANTS MEETING

A final & mandatory Parade participants meeting will be held at **5.30 pm on Wednesday, 13 September 2023.**

A nominated person from each entry **must** attend this meeting as important information will be distributed in relation to road closures, access and marshalling times and locations.

You'll also receive useful tips to help ensure that your entry looks its best on Parade day.

GETTING YOUR ENTRY TO THE FORM UP AREA

To move your unregistered vehicle, trailer or float to the Parade form up area, you will need a day permit from Queensland Department of Main Roads and Transport.

TCOF will be applying for a bulk permit, and you will be required to provide TCOF with your unregistered vehicle details (e.g., VIN number), insurance and drivers licence details by **Friday 21 July 2023.**

PARADE ROUTE



THE THEME

The Grand Central Floral Parade 2023 theme is:

CREATE A BUZZ!

Bees play a major role in our ecosystem and are very important contributors to the biodiversity of our world.

In honour of the amazing bee, our theme for the Grand Central Floral Parade in 2023 is 'Create a Buzz'. The theme brings the whole of Parade under the umbrella of 'bees' while also drawing upon the ideas of busy-ness, industry, community, cooperation, and activity.

Concept possibilities for participants include:

- The bee
- Beehives
- Honeycomb
- Honey Pots
- Flower Pots
- Sweetness
- Pollination/connection
- Queen Bee/Worker Bees
- Swarming

A Bee motif can involve all 5 senses.

1. Taste – Honey
2. Smell – Flowers
3. Sound – Buzz
4. Touch – Fuzzy
5. Sight – Yellow and Black (will stand out from the flowers)

We can't wait to see how youCREATE A BUZZ in 2023!

WHEN YOU ENTER YOU MUST CHOOSE A CATEGORY

ENTRY CATEGORIES

- Corporate float entry - self-propelled vehicle/trailers
- Community float - self-propelled vehicle/trailers
- Visiting float - self-propelled vehicle/trailers
- Marching bands and walking groups
- Multicultural celebration – self-propelled vehicle/trailers and walking groups
- Creative visual entry – puppetry/ marionette/ costume character and visual delight bicycle

CORPORATE FLORAL FLOAT

A visual display on a self-propelled float or trailer towed by a decorated vehicle entered by any commercial business, decorated with 50% or more floral and living matter. Corporate floats are limited to one sign for advertising and need to rely on visual communication of brand created in consultation with the Creative Advisor.

COMMUNITY FLORAL FLOAT

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

VISITING FLORAL FLOAT

A float entry from outside the immediate Toowoomba Regional Council area entered by other festivals, cities, councils or countries. An element of floral theming must be added to the float.

MULTICULTURAL CELEBRATION

A visual display representing your culture and celebrating the diversity within Australia. This category must maximise the use of floral elements into costumes and props.

MARCHING OR WALKING GROUP

This category is open to all walking groups, and marching groups. The quantity of walkers in a walking group is determined by fulfilling the theme and presentation of the group. The maximum number of walkers is 50 people, and all must be in fully themed costume with floral elements. Marching and walking groups are permitted forward manoeuvres **ONLY**. A spacing of 15 meters between each group will be enforced. Failure to keep the fifteen (15) meter gap along the Parade route will incur a two (2) year suspension from participating in the Parade.

CREATIVE VISUAL ENTRY

Encompassing puppetry, marionettes, costumed characters and/or visually delightful bicycle entries, the criteria requirements are that it must be a fantastical floral delight. Unlimited creativity and expression of the theme is essential to this category.

JUDGING AND PRIZES

Judging of your entry will take place while the Parade is in progress. Parade winners will be announced on Parade day at the conclusion of the Parade on the Toowoomba Regional Council float in Godsall Street Oval.

CATEGORY	1ST PRIZE	2ND PRIZE	3RD PRIZE
2023 Grand Champion	\$500		
Corporate Floral Float	\$250	\$100	\$50
Community Floral Float	\$250	\$100	\$50
Visiting Floral Float	\$250	\$100	\$50
Marching / Walking Group	\$250	\$100	\$50
Multicultural Celebration	\$250	\$100	\$50
Creative Visual Entry	\$250	\$100	\$50

THE JUDGING CRITERIA

All entries in the categories of the Grand Central Floral Parade will be judged according to the following criteria (as applicable).

FLORAL FLOATS (SELF-PROPELLED AND TRAILER) ENTRIES

TECHNICAL EXECUTION

- Has the entry been well constructed and neatly presented?
- Are all flower pots concealed?
- Is the front of the float well decorated?
- Are all towing devices decorated and concealed?
- Are the vehicle's wheel arches concealed?
- Is all signage neatly and professionally presented?
- Does the entry comply with the Grand Central Floral Parade Conditions of Entry?
- Is the float skirted to give the appearance of 'floating' down the Parade route?
- Are all props including trollies, prams, bikes etc. decorated?

FLORAL CONTENT

- Does the entry meet the floral/living matter coverage criteria?
- Has the entry tried to utilise different material e.g. seed, grasses, fruit, vegetables and other regional produce?
- Has the living matter been presented in an interesting and innovative way?

THEME & DESIGN

- Is the entry concept creative and/or innovative in design?
- Is the theme recognisable by the public?
- Does this entry relate back to the Parade theme and/or is it relevant to the organisation presenting the entry?
- How well has this theme been interpreted and executed?
- Are the participants and driver (if visible) appropriately costumed to reflect this theme?
- Does the entry utilise good use of colour in its design?

ENTERTAINMENT VALUE

- Is the entry fun?
- Are the participants animated and showing that they are enjoying their Parade experience?
- Are the participants using choreography and acting to present a professional performance?
- Are the participants engaging the audience to enhance their Parade experience?

MARCHING AND WALKING ENTRIES

FLORAL CONTENT

- Does the entry meet the corresponding floral entry criteria?
- Has the entry made an effort to utilise different material e.g. seed, grasses, fruit, vegetables and other regional produce?
- Has the living matter been presented in an interesting and innovative way?

ENTERTAINMENT VALUE

- Is the entry fun?
- Are the participants animated and showing that they are enjoying their Parade experience?
- Are the participants using choreography and acting to present a professional performance?
- Are the participants engaging the interest of the audience to enhance their Parade experience?

THEME & DESIGN

- Is the entry concept creative and/or innovative in design?
- Is the theme recognisable by the public?
- Does this entry relate back to the Parade theme and/or is it relevant to the organisation presenting the entry?
- How well has this theme been interpreted and executed?
- Are the participants appropriately costumed to reflect this theme?
- Does the entry utilise good use of colour in its design?

OVERALL

- Is the entry fun and entertaining?
- Is the entry engaging the interest of the audience to enhance their Parade experience?
- For individuals, is the costume well-presented and maintained?
- Has the entry acknowledged the floral theme?
- For costumed characters, is the character's minder dressed to complement the theme of the character and the floral theme?
- Does the entry comply with the Grand Central Floral Parade Conditions of Entry?

DESIGNING AND BUILDING YOUR FLOAT

Help is always on hand to assist you to develop your ideas into practical application. Creative Advisor appointments are compulsory to attend prior to submitting an application form. Follow up is available with the Creative Advisor via phone and email from now until Parade day, Monday to Friday from 9 am – 5 pm.

If you don't have the capacity to build a float but would like to be involved, there is an option to collaborate with community groups, please discuss this option with the Toowoomba Carnival of Flowers Coordination Team.

Step 1. Devise a concept

Utilise a mind map to develop visual communication of your brand / organisation. Consider a concept that will translate well with the use of floral elements, flowers and fulfils your theme and reflects your organisation.

Remember, you are entering a floral Parade!

Step 2. Develop your design

Creative Advisor appointments are available on Thursday 23rd March, Friday 24th March, Wednesday 29th March, Thursday 30th March, Wednesday 5th April, Thursday 6th April, Friday 7th April, Saturday 8th April, Wednesday 12th April, Thursday 13th April, Friday 14th April, Wednesday 19th April, and Saturday 20th April 2023. During your appointment your entry will be developed into a sketch by the Creative Advisor. This sketch is part of the criteria needed for entry into the Grand Central Floral Parade. This, along with material and construction advice, will help you visualise your float and communicate your brand.

Step 3. Choose your Float base:

Potential Float Bases:

Truck • Trailer • Van • Golf Buggy • Tractor • Earthmoving Vehicle • Horse and Cart • Quad Bike • Car • Bus • Scooter

There are Council float bases available; however, these are limited in number, and will be allocated once applications have been received and reviewed.

Self-Propelled Floats

You can convert older vehicles (e.g. car, bus, ute) into self-propelled floats by cutting the vehicle down to the chassis and then securing MDF Board over the chassis to create the floor of your float. Before you consider cutting down a vehicle, please check that it has a chassis as some newer vehicles do not. Please utilise accredited or experienced engineering personnel for this.

Towed Floats

If you are creating a towed float (utilising a trailer), it is important that the tow vehicle is decorated in accordance with the float and includes floral elements. At a minimum, the tow vehicle must include a fresh floral bonnet display.

Decorated Vehicles

Vehicles such as trucks, vans and utes can be the basis for your float entry. When designing your float, consider that the front of the vehicle will be very prominent and will need to be decorated. Also consider the skirting of your vehicle as this will create the illusion of a 'float' and will help to disguise often unsightly elements of the vehicle.

4. Put together a list of materials you require

Listed below are some of the materials used to make floats.

Potential Float Materials:

Rio Mesh • Crepe Paper • Corrugated Iron • Wood • Lattice • Balloons • Netting • Streamers • Wheels • Fabric • Pipe • Wire • Fringing • Floral Sheeting • Pallets • Cardboard • Paint Paper • Fur • Foam • Chicken Wire • Flags • Rope • Astro-Turf • MDF Panels • Concrete

Your float must be decorated with 50% or more floral matter!

SAMPLE SHOPPING LIST

- Mesh sheets
- Paint brushes
- Rollers
- Paint tray
- Weather sealer
- Gyprock joint compound - creates weatherproof layer
- Acrylic paint
- Sponges
- MDF project panels - 1200 x 600 x 3-12mm
- Brown paper
- Chicken mesh - wide detail 1800 x 12 x 50
- Chicken mesh - fine detail 1800 x 13 x 50
- Wire
- Screws - self tapping
- Liquid nails
- Expand foam
- PVA glue
- Nails
- Artificial turf
- Masking tape
- Galvanised wire

No glass, ceramics or materials that can break into sharp or dangerous pieces are allowed on entries.

Step 5. Ensure that your float meets the floral criteria

The required 50-70% floral and greenery on your float can comprise of cut flowers, floral arrangements, potted flowers, seeds, fresh fruit, paper flowers and vegetables.

Step 6. Getting Quotes

Get a quote on the specific materials you require. If you are a community group applying for funding, you will need to submit this with your application form in order to meet the funding criteria.

Step 7. Float Assembly

- Assemble your float team and get started!
- Assign tasks to team members
- Create a schedule to work on the float - weekly/daily/which days
- Use a licensed builder for any construction work
- Ensure platforms/stages are sturdy and secure
- Use a licensed electrician for all lights/sound systems

IMPORTANT DATES TO REMEMBER

	DATE	TIME
Creative Advisor meetings	23, 24, 29, 30 March, and 5, 6, 7, 8, 12, 13, 14, 19, 20 April 2023	Various
Grand Central Floral Parade applications close	20 April 2023	2pm
Successful applicants notified no later than	4 May 2023	
Unregistered vehicle / trailer / float VIN details due to TCOF office	21 July 2023	4pm
Float and motorised apparatus driver's licence details due to TCOF office	21 July 2023	4pm
Final and mandatory Parade meeting.	13 September 2023	5.30pm

BUT WAIT THERE IS MORE INFO...

FLOATS

Toowoomba Regional Council has a small number of floats and trailers allocated to prospective entrants at the discretion of the Toowoomba Carnival of Flowers Coordination Team.

For entrants who have not driven a self-propelled float before, it is recommended that the driver hold a truck (MR, LR or HR) licence.

To register your interest in one of these floats or trailers, please complete the Grand Central Floral Parade application form.

PREFERRED SUPPLIER CARD

To assist all Parade entrants, the Preferred Supplier Program is generously supported by several of Toowoomba and regionally based suppliers offering discounts on materials used in the construction of Parade entries. These businesses are getting into the community spirit as part of our Preferred Supplier Program.

Each entrant will receive a card that entitles them to discounts. Successful applicants will receive their Preferred Supplier Card in the mail.

PAPER FLOWERS

While the majority of floral float decoration is to be floral, paper flowers provide a cost-effective way to fill in the gaps. Paper flower making workshops can be arranged by contacting the Creative Advisor via email on carnival@shinyhappyart.com.

POTTED FLOWERS

Toowoomba Regional Council is not able to provide Not-for-profit organisations with any potted colour in 2023 due to changes within operational areas that support this initiative. Please discuss alternative 'floral' interpretations with the Creative Advisors.

PROMOTING & MARKETING YOUR ENTRY

Toowoomba Carnival of Flowers encourages everyone to promote and market their entry in the Grand Central Floral Parade through social media such as Facebook or Instagram or in printed material.

Toowoomba Carnival of Flowers & the Grand Central Floral Parade are trademarked, and all entrants must ensure they use the correct wording when referencing the event. Please ensure the following terms / events are quoted as follows:

- "Toowoomba Carnival of Flowers"
- Grand Central Floral Parade
- @GrandCentralFloralParade
- #GrandCentralFloralParade
- #TCOF
- @toowoomba carnival of flowers (Facebook)
- @toowoombacarnivalflowers (Instagram)

For more information on the correct terminology or promoting your entry please contact the Carnival Team on 4688 6661 or email your enquiry to info@tcof.com.au

WHEN THE PARADE IS OVER... IT'S NOT OVER!

PARADE FLORAL MARKET

Should you have fresh floral on your float that you would like to sell to the public, this can be done when the Parade finishes at Queens Park, on the Godsall Street Oval until around 12 noon.

ITTY BITTY PARADE

Itty Bitty Parade allows those that can't participate in the main event to showcase their creativity, community spirit and love of Toowoomba Carnival of Flowers...in miniature! These delightful and well-loved mini float designs are open to Primary Schools, Disability/Inclusion Support Organisations, Not-For-Profit Organisations and Aged Care Facilities/Homes. The Itty Bitty entrants will be proudly displayed in Grand Central Shopping Centre from Saturday 16 September (Parade Day!) to 2 October 2023. To enter the Itty Bitty Grand Central Floral Parade please refer to the separate entrant application at <https://tinyurl.com/IttyBittyEOI>.





TOOWOOMBA
CARNIVAL
of FLOWERS
1-30 SEPT | TCOF.COM.AU